- A6635-1 U 1/84 -

1983
RADIO
FINANCIAL
REPORT

Additional copies of the *1983 Radio Financial Report* are available through NAB Services, 1771 N Street, N.W., Washington, D.C. 20036. For price information, please call (800) 368-5644.

© Copyright, 1983
National Association of Broadcasters
Broadcast Management (BM-321)

Contents

Page

2 **Introduction**
2 **Survey Methodology**
3 **1983 Radio Financial Report**

4 **Part I. Nationwide Summary**
4 1982 Highlights
4 Revenue and Expense Charts, 1982
5 Financial Picture of a Typical Station, 1982
6 Revenue and Expense Trend, 1975-1982
6 Profit Margin Trend, 1975-1982
7 Index of Expenses, Salaries & Non-Salary Expenses, 1975-1982
8 Nationwide Typical Revenues & Expenses by Type of Station

10 **Part II. Selected Tables on Financial & Employment Data**
10 Selected Expense Factors as a Percent of Net Revenues
12 Fulltime Employment Yardsticks
13 Agency & Rep Commissions as a Percent of National/Regional/Local Time Sales
14 Percentage of National vs Regional Advertising Dollars
15 **Part III. Financial Yardsticks**
15 How to Find Your Revenue & Expense Yardsticks
15 How to Use Your Revenue & Expense Yardsticks

All Stations

16 Population Size 2.5 Million & Over (Stations with Revenues Of $1 Million & Over)
17 Population Size 2.5 Million & Over (Stations with Revenues Under $1 Million)
18 Population Size 1 - 2.5 Million
19 Population Size 500,000 - 1 Million
20 Population Size 250,000 - 500,000
21 Population Size 100,000 - 250,000
22 Population Size 25,000 - 100,000
23 Population Size 10,000 - 25,000
24 Population Size Under 10,000
25 Revenue Size $8 Million & Over
26 Revenue Size $5 Million - $8 Million
27 Revenue Size $3 Million - $5 Million
28 Revenue Size $2 Million - $3 Million
29 Revenue Size $1 Million - $2 Million
30 Revenue Size $500,000 - $1 Million
31 Revenue Size $300,000 - $500,000
32 Revenue Size $150,000 - $300,000
33 Revenue Size Under $150,000

Fulltime AM Stations

34 Nationwide
35 Population Size 2.5 Million & Over
36 Population Size 1 - 2.5 Million
37 Population Size 500,000 - 1 Million
38 Population Size 250,000 - 500,000
39 Population Size 100,000 - 250,000
40 Population Size 25,000 - 100,000
41 Population Size Under 25,000
42 Revenue Size $5 Million & Over
43 Revenue Size $3 Million - $5 Million
44 Revenue Size $2 Million - $3 Million
45 Revenue Size $1 Million - $2 Million
46 Revenue Size $500,000 - $1 Million
47 Revenue Size $400,000 - $500,000
48 Revenue Size $300,000 - $400,000
49 Revenue Size $200,000 - $300,000
50 Revenue Size Under $200,000

AM/FM Stations

51 Nationwide
52 Population Size 2.5 Million & Over
53 Population Size 1 - 2.5 Million
54 Population Size 500,000 - 1 Million
55 Population Size 250,000 - 500,000
56 Population Size 100,000 - 250,000
57 Population Size 25,000 - 100,000
58 Population Size 10,000 - 25,000
59 Population Size Under 10,000
60 Revenue Size $2 Million & Over
61 Revenue Size $1 Million - $2 Million
62 Revenue Size $500,000 - $1 Million
63 Revenue Size $400,000 - $500,000
64 Revenue Size $300,000 - $400,000
65 Revenue Size $200,000 - $300,000
66 Revenue Size Under $200,000

Daytime Stations

67 Nationwide
68 Population Size 1 Million & Over
69 Population Size 100,000 - 1 Million
70 Population Size 10,000 - 100,000
71 Population Size Under 10,000
72 Revenue Size $400,000 & Over
73 Revenue Size $250,000 - $400,000
74 Revenue Size $150,000 - $250,000
75 Revenue Size $100,000 - $150,000
76 Revenue Size Under $100,000

FM Stations

77 Nationwide
78 Population Size 2.5 Million & Over
79 Population Size 1 - 2.5 Million
80 Population Size 500,000 - 1 Million
81 Population Size 200,000 - 500,000
82 Population Size 50,000 - 200,000
83 Population Size Under 50,000
84 Revenue Size $2 Million & Over
85 Revenue Size $1 Million - $2 Million
86 Revenue Size $500,000 - $1 Million
87 Revenue Size $250,000 - $500,000
88 Revenue Size $150,000 - $250,000
89 Revenue Size Under $150,000

Class 1-A 50 kw Stations

90 Nationwide

91 **Part IV. Nationwide Financial Yardsticks by Format**

All Stations

92 Classical Format

Fulltime AM Stations

93 Adult Contemporary Format
94 Country Format
95 Ethnic Format
96 News/Talk Format
97 Nostalgia Format
98 Top 40 Format
99 Urban Format
100 Adult Contemporary/News/Talk Format

AM/FM Stations

101 Adult Contemporary Format
102 Beautiful Music Format
103 Country Format
104 Variety Format
105 Adult Contemporary/AOR Format
106 Adult Contemporary/Beautiful Music Format
107 Adult Contemporary/Country Format
108 Adult Contemporary/News/Talk Format
109 Adult Contemporary/Top 40 Format
110 Beautiful Music/Country Format
111 Country/Top 40 Format

Daytime Stations

112 Adult Contemporary Format
113 Country Format
114 Nostalgia Format
115 Religious Format

FM Stations

116 Adult Contemporary Format
117 AOR Format
118 Beautiful Music Format
119 Country Format
120 Religious Format
121 Top 40 Format
122 Urban Format

123 Line Item Definitions

Introduction

This report presents statistical information on revenues, expenses and profits of commercial radio stations for the year 1982. Its primary purpose is to assist station management in evaluating its performance by providing financial yardsticks developed from similar operations.

The statistical data shown in this report was obtained from questionnaires sent to all commercial radio stations licensed by the Federal Communications Commission. The universe for the survey, that is, the total number of commercial stations in operation the full twelve months of 1982, was 7,983. Usable financial returns were received from 1,238 stations representing 1,618 licensed radio facilities (counting combined AM-FM returns as two stations). Statistically, the report is based on a 20.3% response (1,618 out of a possible 7,983). Among the deficiencies of the statistical data shown as financial yardsticks are (1) the lack of control over eligible participants and therefore, a different mix in each station grouping from year to year, and (2) lack of consistent placement of requested operating revenues and expenses.

All figures in this report are labeled "typical." Statistically, this means that the figures are medians, or the middle figure, after ranking the stations in a particular market-size or revenue-size category on each of the revenue and expense items. Consequently, 50 percent of the stations have a revenue or expense figure which is above, or equal to, the "typical" figure and 50 percent of the stations have a figure which is below, or equal to, the "typical" figure.

The statistical data used for this report was programmed and processed by computer at the direction of the Broadcast Management Department which is solely responsible for the selection and computation of financial yardsticks shown in the tables.

Survey Methodology

Station Grouping

The first section of Part III groups all responding station data by market- and revenue-size. Subsequent sections group participating stations by significant characteristics; namely, Fulltime AM, AM/FM, Daytime, FM stations by market- and revenue-size categories; nationwide table only for Class 1-A 50 kw stations; and the following formats: Adult Contemporary, AOR (album oriented rock), Beautiful Music, Classical, Country, Ethnic, Nostalgia, Religious, Top 40, and Urban. Statewide tables are available upon request. Other groupings are possible and can be added with increased station participation in the annual survey.

In each of the tables, there is an additional breakout of those stations reporting a profit during 1982. By eliminating those facilities which operated in the "red," the yardstick figures for these "profit only" stations represent realistic goals toward which all "deficit" and marginally profitable stations can point. The number of stations responding in each category is indicated following the All Stations and Profit Only Stations heading.

Market-Size Classification Scheme

The U.S. Census Bureau's 1980 population counts have been used for metropolitan statistical areas, and for non-metropolitan areas.

The parameters of market groupings used in this report are based primarily on an arbitrary but systematic grouping of stations sufficient to provide valid operating yardsticks.

Revenue-Size Classification Scheme

This scheme of station grouping is based solely on the total broadcast net revenue figure (time sales plus revenues other than time sales minus agency and rep commissions and other deductions) reported on each return.

Again, the parameters of revenue groupings used in this report are based primarily on an arbitrary but systematic grouping of stations sufficient to provide valid operating yardsticks.

Median

The "typical" figures in each table are medians or the middle figure ($\frac{n+1}{2}$) after ranking the stations in a particular category on a particular revenue or expense item. Thus, 50 percent of the stations have figures which are above, or equal to, and 50 percent of the stations have figures which are below, or equal to, the "typical" figures in the table.

Medians rather than averages (means) were used due to the relatively small number of items involved in each grouping and because of the large diversity between the revenue or expense or profit margin figures within each of the groupings. As is common in many economic studies, means would tend to yield higher figures than medians due to the existence of relatively more extreme figures at the top than at the bottom of any ranking of a group.

The "typical dollar figures" on each table were adjusted so that all figures in those columns will add to their respective totals in both dollar and percentage terms. These adjustments were made on the expense and profit figures rather than on the profit margin.

Middle 50 Percent

The middle 50 percent (interquartile range) has been presented because it allows a broadcaster to evaluate his operating results more thoroughly than if just one typical figure were available as the yardstick. Since every station is in some way unique, it is to be expected that a station's operating figures will not coincide precisely with standards of measurement based on the typical comparable station. With a range showing where the figures of 50 percent of the comparable stations lie, station management can get a much better idea of its financial position relative to other comparable radio facilities. **Interquartile figures have not been adjusted to total 100 percent.**

Profit Margin

The profit margin is essentially the operating ratio subtracted from 100%. It represents the gross profit realized on every dollar to total revenue. Typical profit margin figures are medians which have been derived from individual station ratios rather than by dividing the typical gross profit for a particular category of stations by the typical total revenue for the grouping. More specifically, a profit margin figure was calculated for each station in a particular category. The profit margin figures were then ranked and the median figure selected. This direct station-by-station method of calculating the profit margin provides a realistic figure with which to compare your station.

Nationwide Figures

The nationwide figures were computed directly from the total sample array ranked by the computer.

The 1983 Radio Financial Report

Part I — Nationwide profile and summary of the typical radio station.

The summary data is a good indicator of national trends from one year to the next. The information is too broad to be considered a yardstick for individual stations. Financial growth statistics on expenses, salaries, and non-salary expenses for the typical radio station for the period from 1975 to 1982 is also displayed. Each item is indexed (1975 = 1.0) for easy comparison. The graph charts the trends of the typical radio station, based upon the calculated indices from the table. The Consumer Price Index (CPI) is overlaid on the graph for ease of comparison. Some caution should be exercised in interpreting the figures; nevertheless, the trends are revealing.

Part II — Selected financial and employment factors by type of station, market- and revenue-size.

Selected Expense Factors as a Percent of Net Revenues — Selected expense figures expressed as a percent of net revenue, such as, total expense, cost of outside news service, music license fees, and bad debt expense.

Fulltime Employment Yardsticks — Typical station employment is correlated with total revenues and expenses to provide productivity and efficiency yardsticks.

Agency and Rep Commissions as a Percent of National/Regional/Local Time Sales — Typical agency and rep commission dollars divided by total time sales minus network compensation.

Percentage Breakout of the National/Regional Advertising Dollars — The percent of advertising revenue produced by National advertising and Regional advertising as reported by stations submitting these figures separately.

Part III — Financial yardsticks by type of station, market-size and revenue-size.

The various station groupings are arranged first according to market size, then by revenue size. The first table of each grouping contains nationwide data. Before looking at the yardstick tables, please read carefully the explanatory material on page 15.

If you have any difficulty in finding and using your yardsticks, let us know. We will give you specific guidance on your problem. Additional information needed to make specialized comparisons will be developed and made available upon request. For assistance call Broadcast Management at (202) 293-5121.

Part IV - Nationwide financial yardsticks by format.

The tables are arranged by format by type of station. The only nationwide table is the classical format. See page 91 for a complete listing of the various formats included in each category.

Part I.
Nationwide Summary

Part I consists of 6 pages of nationwide revenue and expense data. These figures suggest financial trends of the typical, or median, station in the industry. It is presented as general information and is too broad to be used as a yardstick for individual stations.

1982 RADIO HIGHLIGHTS

. . .Nationwide, the typical commercial radio station reported gross time sales of $562,500 and net revenues of $542,300. Combined with operating expenses of $491,200, the typical station showed a pre-tax profit of $51,100, or a 9.42% profit margin.

. . .Local advertising was the primary source of revenues, 86¢ of every sales dollar. National/Regional spot advertising accounted for 14¢.

. . .The typical station's expense dollar was spent as follows: 6¢ for engineering, 23¢ for program and production, 5¢ for news, 21¢ for sales, 6¢ for advertising and promotion and 39¢ for general and administrative.

. . .Typically, station payroll totaled $250,300 in 1982. The payroll dollar was distributed as follows: 5¢ for engineering, 29¢ for program and production, 9¢ for news, 31¢ for sales, 4¢ for advertising and promotion, and 22¢ for general and administrative.

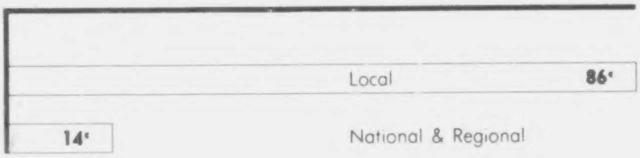
. . .Funds allocated to depreciation and amortization came to $32,600, or a cash reserve of 6.0% of net revenues.

. . .Music license fees paid by the typical station rose 25.9% to $13,600.

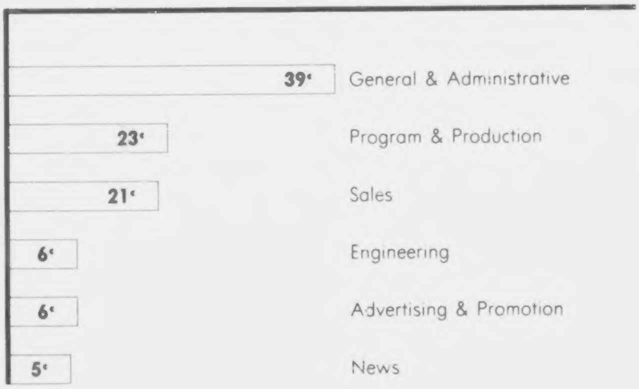
1983 ESTIMATED RADIO REVENUES

. . .The typical radio broadcaster is forecasting a moderate 10.6% increase in net operating revenues in 1983.

Where does the typical station's time sales dollar come from?



Where does the typical station's expense dollar go?



Where does the typical station's salary dollar go?

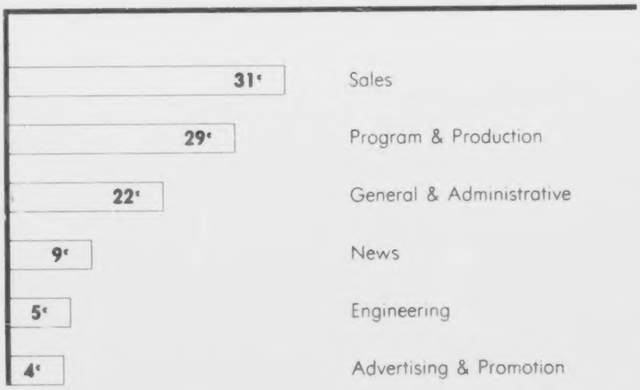
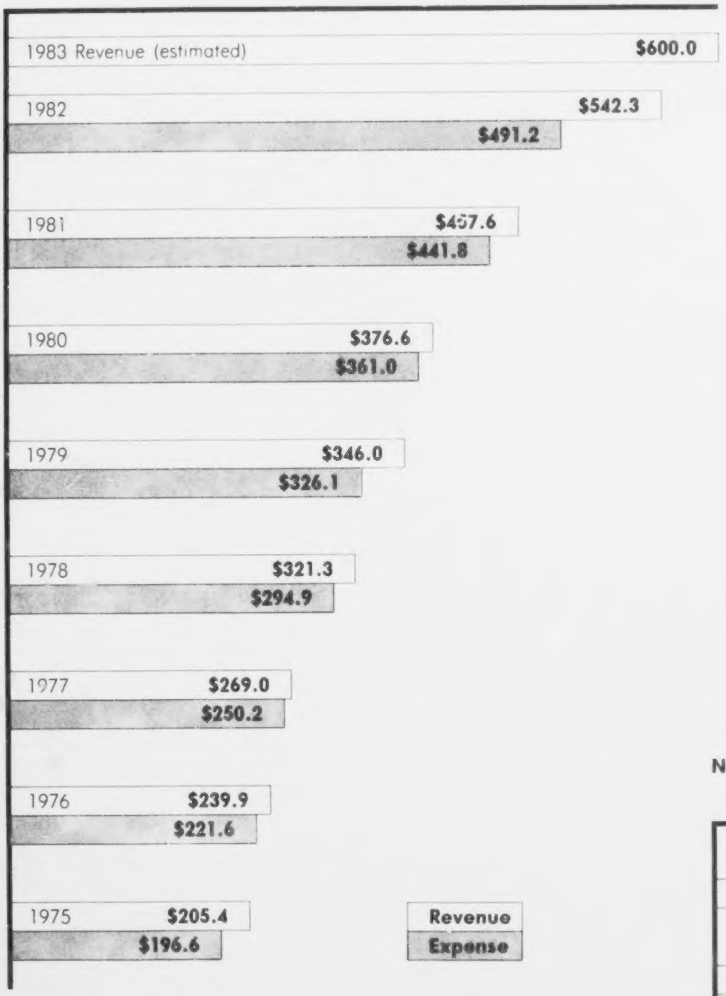


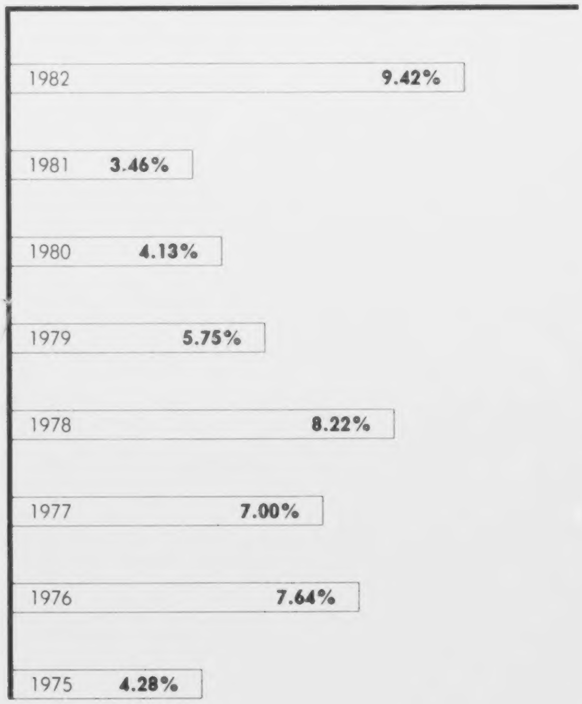
Table 1
All Stations
Nationwide

	All Stations (1,238)				Profit Only Stations (835)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	562,500	100.0	282,700-	1,167,000	638,000	100.0	320,300-	1,507,100
Network Compensation	0	0.0	0-	6,000	0	0.0	0-	5,800
National & Regional Advertisers	79,200	14.1	21,300-	246,800	87,400	13.7	23,900-	326,900
Local Advertisers	483,300	85.9	237,700-	885,500	550,600	86.3	274,100-	1,122,400
Total Net Revenues	542,300		276,500-	1,062,100	609,600		312,000-	1,371,000
Political Advertising Revenue	7,900		2,600-	18,100	9,000		3,600-	21,200
Revenues Other Than Time Sales	1,100		0-	9,800	1,700		0-	11,600
Trade-Outs & Barter	22,200		3,000-	65,200	21,600		2,600-	69,800
Expenses:								
Engineering	29,700	6.1	14,400-	62,700	30,300	6.1	15,600-	63,300
Program & Production	112,100	22.8	76,100-	223,600	115,400	23.1	77,500-	232,900
News	25,900	5.3	12,000-	72,600	28,500	5.7	13,500-	80,400
Sales	104,600	21.3	59,500-	240,300	111,200	22.2	59,500-	270,400
Advertising & Promotion	28,600	5.8	7,400-	122,700	27,800	5.6	7,500-	126,200
General & Administrative	190,300	38.7	125,000-	366,900	186,900	37.4	120,500-	364,600
Total Expenses	491,200	100.0	258,200-	955,700	500,100	100.0	249,400-	980,200
Salaries:								
Engineering	12,400	4.9	5,000-	27,200	12,400	4.7	5,500-	29,200
Program & Production	72,900	29.1	52,200-	152,200	74,000	28.1	54,300-	158,300
News	23,400	9.3	13,700-	65,000	25,600	9.7	15,000-	73,700
Sales	77,800	31.1	46,000-	177,500	85,300	32.4	50,300-	206,200
Advertising & Promotion	8,800	3.5	3,000-	19,700	10,400	4.0	4,000-	20,200
General & Administrative	55,000	22.0	39,000-	106,400	55,300	21.0	40,100-	113,100
Total Salaries	250,300	100.0	139,600-	454,000	263,100	100.0	146,800-	497,200
Cost of Outside News Service	7,300		4,600-	11,100	7,400		4,600-	11,200
Music License Fees	13,600		7,000-	27,300	15,700		8,100-	33,500
Rating Services	2,300		0-	18,000	2,300		0-	18,900
Travel & Entertainment	9,900		3,800-	20,700	10,400		3,700-	20,700
Depreciation & Amortization	32,600		16,200-	69,400	30,900		15,100-	62,800
Interest	2,500		0-	22,500	900		0-	17,500
Utility Costs	13,700		6,900-	24,400	14,700		7,200-	25,900
Bad Debt Expense	7,200		2,600-	18,400	7,800		2,900-	20,500
Corporate Allocation Charges	0		0-	26,700	0		0-	29,100
Employee Fringe Benefit Costs	22,700		8,700-	55,000	24,500		8,300-	57,000
Station Insurance Costs	5,100		2,900-	9,100	5,400		3,000-	9,600
Pre-Tax Profit	51,100		(18,000)-	168,600	109,500		33,800-	308,600
Profit Margin		9.42%	(4.88%)-	24.21%		17.96%	9.23%-	31.27%
Fulltime Employment	14		9-	22	14		9-	23
Parttime Employment	4		3-	6	4		3-	7

Nationwide trend in revenues and expenses of typical radio station (in thousands of dollars)



Nationwide trend in profit margin of typical radio station



Total Expense, Salary and Non-Salary Expenses for the Typical Radio Station, Nationwide 1975 - 1982

(in thousands of dollars)

	1975	1976	1977	1978	1979	1980	1981	1982
Total Expenses	$196.6	$221.6	$250.2	$294.9	$326.1	$361.0	$441.8	$491.2
Index	1.0	1.1	1.3	1.5	1.7	1.8	2.2	2.5
Total Salaries	103.2	115.2	127.6	147.2	161.0	174.7	219.7	250.3
Index	1.0	1.1	1.2	1.4	1.6	1.7	2.1	2.4
Total Non-Salary Expenses	$93.4	106.4	122.6	147.7	165.0	186.3	222.1	240.9
Index	1.0	1.1	1.3	1.6	1.8	2.0	2.4	2.6
CPI	1.0	1.1	1.1	1.2	1.4	1.6	1.7	1.8

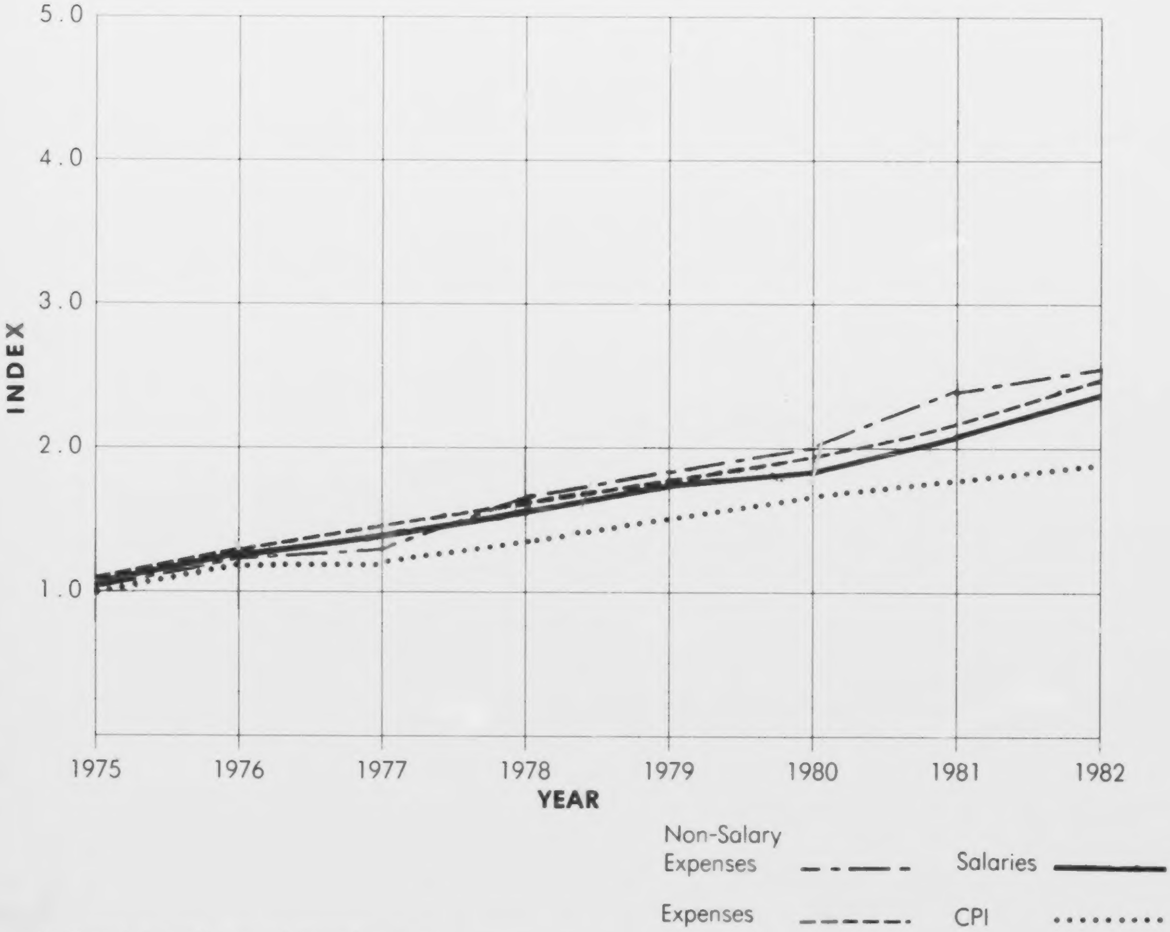


Table 2
Typical Revenues and Expenses by Type of Station, Nationwide

	All Stations		Fulltime AM Stations		AM/FM Stations	
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Typical Dollar Figures ($)	Typical Percent Figures (%)	Typical Dollar Figures ($)	Typical Percent Figures (%)
Total Time Sales:	562,500	100.0	632,800	100.0	518,300	100.0
Network Compensation	0	0.0	1,400	0.2	0	0.0
National & Regional Advertisers	79,200	14.1	88,300	14.0	66,400	12.8
Local Advertisers	483,300	85.9	543,000	85.8	451,900	87.2
Total Net Revenues	542,300		605,500		519,300	
Political Advertising Revenue	7,900		11,200		8,000	
Revenues Other Than Time Sales	1,100		1,600		1,400	
Trade-Outs & Barter	22,200		26,400		13,100	
Expenses:						
Engineering	29,700	6.1	33,000	5.8	28,500	6.0
Program & Production	112,100	22.8	125,600	22.0	112,900	24.0
News	25,900	5.3	44,900	7.9	25,600	5.4
Sales	104,600	21.3	116,900	20.5	97,500	20.7
Advertising & Promotion	28,600	5.8	29,100	5.1	19,500	4.1
General & Administrative	190,300	38.7	220,600	38.7	187,400	39.8
Total Expenses	491,200	100.0	570,100	100.0	471,400	100.0
Salaries:						
Engineering	12,400	4.9	14,600	4.9	12,200	4.9
Program & Production	72,900	29.1	83,600	28.1	75,200	29.9
News	23,400	9.3	39,600	13.3	23,000	9.2
Sales	77,800	31.1	90,100	30.3	72,500	28.9
Advertising & Promotion	8,800	3.5	10,100	3.4	10,100	4.0
General & Administrative	55,000	22.0	59,400	20.0	58,300	23.2
Total Salaries	250,300	100.0	297,500	100.0	251,300	100.0
Cost of Outside News Service	7,300		8,300		8,700	
Music License Fees	13,600		14,200		13,700	
Rating Services	2,300		2,500		0	
Travel & Entertainment	9,900		10,800		10,500	
Depreciation & Amortization	32,600		36,000		36,400	
Interest	2,500		1,500		5,500	
Utility Costs	13,700		12,200		16,000	
Bad Debt Expense	7,200		7,400		7,100	
Corporate Allocation Charges	0		0		0	
Employee Fringe Benefit Costs	22,700		32,900		21,800	
Station Insurance Costs	5,100		6,000		6,300	
Pre-Tax Profit	51,100		35,400		47,900	
Profit Margin		9.42%		5.85%		9.22%
Fulltime Employment	14		17		15	
Parttime Employment	4		4		5	

Table 2
Typical Revenues and Expenses by Type of Station, Nationwide (Continued)

	Daytime Stations		FM Stations		Class 1A 50 kw Stations	
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Typical Dollar Figures ($)	Typical Percent Figures (%)	Typical Dollar Figures ($)	Typical Percent Figures (%)
Total Time Sales:	181,400	100.0	804,400	100.0	5,973,000	100.0
Network Compensation	0	0.0	0	0.0	63,300	1.1
National & Regional Advertisers	13,200	7.3	147,400	18.3	2,062,900	34.5
Local Advertisers	168,200	92.7	657,000	81.7	3,846,800	64.4
Total Net Revenues	179,700		714,600		4,977,100	
Political Advertising Revenue	2,700		6,600		104,200	
Revenues Other Than Time Sales	0		1,000		12,400	
Trade-Outs & Barter	8,900		30,600		108,000	
Expenses:						
Engineering	6,800	4.1	36,500	6.0	388,700	8.9
Program & Production	39,300	23.5	133,900	21.9	1,218,700	27.8
News	7,500	4.5	23,500	3.9	459,800	10.5
Sales	31,500	18.8	142,500	23.3	990,600	22.6
Advertising & Promotion	3,000	1.8	58,700	9.6	242,100	5.5
General & Administrative	79,300	47.4	215,200	35.3	1,078,400	24.6
Total Expenses	167,500	100.0	610,300	100.0	4,378,400	100.0
Salaries:						
Engineering	2,100	2.7	14,100	4.8	246,600	13.7
Program & Production	22,100	28.6	86,300	29.5	555,200	30.8
News	8,100	10.5	18,100	6.2	266,800	14.8
Sales	19,800	25.7	103,900	35.6	510,300	28.3
Advertising & Promotion	2,300	3.0	8,800	3.0	16,800	0.9
General & Administrative	22,800	29.5	61,100	20.9	208,000	11.5
Total Salaries	77,100	100.0	292,300	100.0	1,803,600	100.0
Cost of Outside News Service	5,500		5,800		55,500	
Music License Fees	4,300		18,800		139,900	
Rating Services	0		9,000		59,600	
Travel & Entertainment	3,700		10,700		76,000	
Depreciation & Amortization	13,100		33,700		90,500	
Interest	3,900		700		900	
Utility Costs	5,200		16,000		74,800	
Bad Debt Expense	2,300		9,900		28,600	
Corporate Allocation Charges	0		600		70,300	
Employee Fringe Benefit Costs	7,300		26,000		264,600	
Station Insurance Costs	2,200		4,400		17,300	
Pre-Tax Profit	12,200		104,400		598,700	
Profit Margin		6.80%		14.60%		12.03%
Fulltime Employment	7		14		44	
Parttime Employment	3		4		5	

Table 3
Selected Expense Factors as a Percent of Net Revenues

	Net Revenue	Total Expenses	Total Salaries	Non-Salary Expenses	Cost of Outside News Ser.	Music License Fees	Depreciation and Amortization	Bad Debt Expense	Employee Fringe Benefit Costs	Station Insurance Cost
All Stations										
Nationwide	$ 542,300	90.6%	46.2%	44.4%	1.3%	2.5%	6.0%	1.3%	4.2%	0.9%
Population Size										
2.5 Million & Over*	3,371,800	79.1	36.2	42.8	0.7	1.9	3.5	0.8	3.6	0.3
2.5 Million & Over**	705,700	99.1	52.9	46.3	1.2	2.7	7.6	3.0	3.1	1.0
1 Million - 2.5 Million	1,447,900	84.9	36.3	48.6	0.6	2.4	4.9	1.4	3.9	0.5
500,000 - 1 Million	967,800	89.9	41.2	48.7	0.9	2.7	4.9	1.6	4.8	0.7
250,000 - 500,000	644,400	91.5	42.4	49.1	1.0	2.7	5.0	1.5	4.1	0.8
100,000 - 250,000	578,400	89.7	47.7	42.0	1.1	2.6	5.5	1.0	3.2	1.0
25,000 - 100,000	461,000	93.5	47.0	46.5	1.4	2.6	5.1	1.1	4.0	1.0
10,000 - 25,000	373,000	91.8	46.5	45.4	2.0	2.8	5.5	0.8	4.3	1.1
Under 10,000	218,900	91.1	51.0	40.1	2.7	2.7	6.0	0.8	3.5	1.5
Revenue Size										
$8 Million & Over	11,466,800	67.5	27.1	40.4	0.4	2.0	1.5	0.3	2.8	0.2
$5 Million - $8 Million	5,870,900	60.0	24.1	35.9	0.6	2.5	2.8	0.9	1.0	0.3
$3 Million - $5 Million	3,739,200	76.6	32.1	44.5	0.6	2.7	3.1	1.0	4.7	0.4
$2 Million - $3 Million	2,394,600	78.6	35.3	43.3	0.6	2.5	3.2	1.1	4.0	0.4
$1 Million - $2 Million	1,392,000	84.9	40.0	44.9	0.7	2.6	4.1	1.3	3.7	0.5
$500,000 - $1 Million	695,400	91.5	47.4	44.1	1.0	2.6	4.9	1.1	4.1	0.8
$300,000 - $500,000	394,600	94.5	48.0	46.6	1.8	2.6	5.4	1.2	3.6	0.9
$150,000 - $300,000	225,900	94.5	50.7	43.8	2.6	2.7	6.6	1.0	3.5	1.3
Under $150,000	112,100	100.0	56.6	43.4	4.0	2.8	6.4	0.8	3.7	1.4
Fulltime AM Stations										
Nationwide	605,500	94.2	49.1	45.0	1.4	2.3	5.9	1.2	5.4	1.0
Population Size										
2.5 Million & Over	2,451,700	92.9	44.6	48.2	1.4	1.7	5.1	0.7	4.6	0.6
1 Million - 2.5 Million	1,856,600	91.6	43.4	48.2	1.0	1.7	4.0	1.1	5.7	0.5
500,000 - 1 Million	799,000	99.3	45.0	54.3	1.2	2.6	5.6	1.9	5.8	0.8
250,000 - 500,000	643,700	92.3	48.7	43.6	1.1	2.4	4.3	1.3	4.0	0.9
100,000 - 250,000	563,400	94.1	49.7	44.4	1.2	2.7	5.4	1.0	3.8	1.0
25,000 - 100,000	506,300	97.3	53.6	43.7	1.4	2.6	4.6	0.9	5.1	0.9
Under 100,000	284,100	92.4	51.9	40.5	2.5	2.6	5.2	0.9	4.3	1.4
Revenue Size										
$5 Million & Over	8,437,300	66.2	26.6	39.6	0.8	2.1	2.3	0.3	3.9	0.4
$3 Million - $5 Million	3,592,900	77.0	36.0	41.0	0.7	2.8	2.9	1.0	4.9	0.5
$2 Million - $3 Million	2,437,400	84.1	37.9	46.2	1.1	2.2	3.4	1.0	4.3	0.4
$1 Million - $2 Million	1,368,600	90.2	42.8	47.4	1.2	2.4	4.5	1.1	4.0	0.6
$500,000 - $1 Million	683,400	95.7	51.2	44.5	1.1	2.5	4.9	1.1	5.2	0.8
$400,000 - $500,000	432,800	98.2	47.8	50.4	1.6	2.7	4.9	1.5	4.1	0.9
$300,000 - $400,000	352,000	102.2	53.1	49.1	1.6	2.7	6.2	1.0	1.9	1.3
$200,000 - $300,000	247,300	94.7	52.9	41.8	3.2	3.0	5.4	0.9	3.5	1.5
Under $200,000	137,200	102.4	48.8	53.6	3.1	2.9	7.1	0.9	1.3	1.7
AM/FM Stations										
Nationwide	519,300	90.8	48.4	42.4	1.7	2.6	7.0	1.4	4.2	1.2
Population Size										
2.5 Million & Over	1,897,500	89.3	43.8	45.5	0.7	2.1	3.3	1.3	6.8	0.6
1 Million - 2.5 Million	1,521,600	83.0	43.1	39.9	0.8	3.0	8.2	2.2	3.2	0.7
500,000 - 1 Million	1,282,600	86.2	44.3	41.9	0.8	2.8	4.7	2.0	3.9	0.7
250,000 - 500,000	1,080,800	90.7	47.1	43.6	0.8	2.3	5.1	1.6	2.9	0.8
100,000 - 250,000	725,200	91.5	44.0	47.5	1.1	2.9	7.9	1.8	3.2	1.1
25,000 - 100,000	588,800	93.4	51.6	41.8	1.3	2.7	4.1	1.0	3.3	0.8
10,000 - 25,000	435,700	91.6	48.1	43.5	2.1	2.7	6.4	0.9	4.9	1.2
Under 10,000	264,400	92.5	50.9	41.6	2.4	2.8	6.4	0.7	3.1	1.4

*Stations with Revenues of $1 Million & Over

**Stations with Revenues of Under $1 Million

Table 3
Selected Expense Factors as a Percent of Net Revenues (Continued)

	Net Revenue	Total Expenses	Total Salaries	Non-Salary Expenses	Cost of Outside News Serv	Music License Fees	Depreciation and Amortization	Bad Debt Expense	Employee Fringe Benefit Costs	Station Insurance Cost
AM/FM Stations, Continued										
Revenue Size										
$2 Million & Over	$ 2,876,900	77.0%	35.7%	41.3%	0.6%	2.3%	4.0%	1.4%	3.9%	0.6%
$1 Million - $2 Million	1,344,600	86.4	43.2	43.2	0.7	2.6	4.9	1.6	3.8	0.8
$500,000 - $1 Million	697,300	92.7	48.0	44.7	1.2	2.6	4.9	1.1	3.8	1.0
$400,000 - $500,000	452,400	91.9	49.8	42.1	2.0	2.5	5.9	0.9	3.7	0.8
$300,000 - $400,000	347,100	97.4	52.1	45.3	2.2	2.9	5.4	0.7	2.5	1.0
$200,000 - $300,000	250,900	91.0	50.7	40.3	2.6	2.7	6.0	0.7	2.9	1.3
Under $200,000	158,900	89.7	48.8	40.9	3.5	2.8	7.6	0.3	3.7	2.3
Daytime Stations										
Nationwide	179,700	93.2	42.9	50.3	3.0	2.4	7.3	1.3	4.0	1.2
Population Size										
1 Million & Over	274,900	90.6	30.9	59.7	2.1	2.2	14.3	3.4	1.7	1.0
100,000 - 1 Million	229,600	98.9	43.9	55.0	2.4	2.2	10.1	2.1	5.0	0.4
10,000 - 100,000	227,200	90.0	35.3	54.7	2.4	2.5	7.9	1.0	2.9	1.4
Under 10,000	135,300	92.3	51.8	40.5	3.3	2.8	5.4	0.7	4.8	1.2
Revenue Size										
$400,000 & Over	468,700	84.8	44.2	40.6	1.6	2.6	5.3	0.6	1.5	0.9
$250,000 - $400,000	326,600	89.0	46.2	42.8	1.8	2.3	7.0	1.5	3.5	0.8
$150,000 - $250,000	197,300	95.7	47.8	47.9	2.9	2.4	8.4	1.4	5.0	0.8
$100,000 - $150,000	122,100	91.1	50.0	41.1	3.8	2.8	5.0	0.8	4.9	0.8
Under $100,000	89,000	107.3	54.3	53.0	3.2	2.9	9.1	0.2	1.9	1.3
FM Stations										
Nationwide	714,600	85.4	40.9	44.5	0.8	2.6	4.7	1.4	3.6	0.6
Population Size										
2.5 Million & Over	2,564,700	78.4	31.2	47.2	0.4	2.4	3.7	1.1	2.1	0.3
1 Million - 2.5 Million	1,445,100	80.7	31.1	49.6	0.4	2.4	4.2	1.0	3.0	0.3
500,000 - 1 Million	1,243,200	78.0	35.9	42.1	0.4	2.3	2.5	1.3	3.6	0.3
200,000 - 500,000	664,900	87.6	39.3	48.3	0.7	2.6	4.4	1.5	3.4	0.7
50,000 - 200,000	409,200	86.9	38.6	48.3	0.8	2.3	6.0	0.9	4.0	0.7
Under 50,000	236,100	90.3	51.1	39.2	2.2	2.4	1.2	1.1	3.0	1.1
Revenue Size										
$2 Million & Over	3,114,800	66.2	27.6	38.6	0.3	2.6	2.9	1.0	2.7	0.2
$1 Million - $2 Million	1,445,100	77.6	34.3	43.3	0.4	2.5	3.1	1.1	3.6	0.3
$500,000 - $1 Million	721,800	86.2	41.2	45.0	0.7	2.6	4.9	1.3	3.7	0.6
$250,000 - $500,000	365,700	91.4	47.0	44.4	1.3	2.4	5.5	1.1	3.6	0.8
$150,000 - $250,000	179,100	95.8	48.0	47.8	2.0	2.9	9.3	1.1	3.7	0.9
Under $150,000	105,500	103.7	55.6	48.1	3.3	2.3	10.7	0.9	5.2	1.8
Class 1-A 50 kw Stations										
Nationwide	4,977,100	88.0	36.2	51.7	1.1	2.8	1.8	0.6	5.3	0.3

Table 4
Fulltime Employment Yardsticks

	Typical Fulltime Employment	Middle 50% Range	Total Payroll As % Of Net Revenue	Total Payroll As % Of Total Expense	Efficiency Quotient	Productivity Quotient	Net Per Fulltime Employee
All Stations							
Population Size							
2.5 Million & Over*	31	23 - 47	36.2%	45.8%	$108,800	$86,000	$22,800
2.5 Million & Over**	12	10 - 18	52.9	53.3	58,800	58,300	500
1 - 2.5 Million	21	13 - 33	36.3	42.7	68,900	58,500	10,400
500,000 - 1 Million	21	14 - 30	41.2	45.8	47,200	42,400	4,800
250,000 - 500,000	16	12 - 23	42.4	46.3	40,300	36,900	3,400
100,000 - 250,000	16	11 - 22	47.7	53.1	36,200	32,500	3,700
25,000 - 100,000	13	9 - 17	47.0	50.3	35,500	33,200	2,300
10,000 - 25,000	12	9 - 14	46.5	50.6	31,100	28,600	2,500
Under 10,000	8	5 - 11	51.0	56.0	27,400	24,900	2,500
Fulltime AM Stations							
Population Size							
2.5 Million & Over	36	27 - 59	44.6	48.1	68,100	63,200	4,900
1 - 2.5 Million	33	16 - 42	43.4	47.4	56,300	51,600	4,700
500,000 - 1 Million	22	17 - 30	45.0	45.3	36,300	36,000	300
250,000 - 500,000	18	12 - 22	48.7	52.8	35,800	33,000	2,800
100,000 - 250,000	16	12 - 21	49.7	52.8	35,200	33,100	2,100
25,000 - 100,000	15	11 - 18	53.6	55.1	33,800	32,900	900
Under 25,000	10	7 - 13	51.9	56.2	28,400	26,200	2,200
AM/FM Stations							
Population Size							
2.5 Million & Over	29	23 - 36	43.8	49.1	65,400	58,500	6,900
1 - 2.5 Million	28	23 - 45	43.2	51.9	55,300	46,000	9,300
500,000 - 1 Million	30	21 - 40	44.3	51.4	42,800	36,900	5,900
250,000 - 500,000	23	15 - 29	47.2	51.9	47,000	42,700	4,300
100,000 - 250,000	21	17 - 26	44.0	48.1	34,500	31,600	2,900
25,000 - 100,000	16	13 - 22	51.6	55.2	36,800	34,400	2,400
10,000 - 25,000	13	11 - 16	48.1	52.5	33,500	30,700	2,800
Under 10,000	9	7 - 12	50.9	55.0	29,400	27,200	2,200
Daytime Stations							
Population Size							
1 Million & Over	24	18 - 33	31.3	39.9	106,900	83,900	23,000
100,000 - 1 Million	19	12 - 23	31.2	38.6	76,100	61,500	14,600
10,000 - 100,000	19	13 - 24	35.9	46.0	67,200	52,400	14,800
Under 10,000	13	11 - 19	39.3	44.9	51,100	44,800	6,300
FM Stations							
Population Size							
2.5 Million & Over	10	6 - 15	38.6	44.4	40,900	35,600	5,300
1 - 2.5 Million	9	6 - 12	51.1	56.6	26,200	23,700	2,500
500,000 - 1 Million	8	5 - 12	31.0	34.2	34,400	31,200	3,200
200,000 - 500,000	7	6 - 11	44.0	44.4	32,800	32,500	300
50,000 - 200,000	8	5 - 10	35.3	39.3	28,400	25,600	2,800
Under 50,000	6	4 - 8	51.8	56.1	22,500	20,800	1,700
Class 1-A 50 kw Stations							
Nationwide	44	41 - 61	36.2	41.2	113,100	99,500	13,600

*Stations with Revenues of $1 Million & Over

**Stations with Revenues of Under $1 Million

Table 5
Agency and Rep Commissions As A Percentage of National/Regional/Local Advertising

All Stations

Nationwide	6.5%
Population Size	
2.5 Million & Over*	14.9
2.5 Million & Over**	8.8
1 - 2.5 Million	15.8
500,000 - 1 Million	13.3
250,000 - 500,000	8.9
100,000 - 250,000	6.5
25,000 - 100,000	3.6
10,000 - 25,000	1.9
Under 10,000	1.2

*Stations with Revenues of $1 Million & Over
**Station with Revenues of Under $1 Million

Revenue Size	
$8 Million & Over	14.8
$5 Million - $8 Million	15.6
$3 Million - $5 Million	16.5
$2 Million - $3 Million	14.3
$1 Million - $2 Million	11.5
$500,000 - $1 Million	6.2
$300,000 - $500,000	2.9
$150,000 - $300,000	2.1
Under $150,000	1.5

Fulltime AM Stations

Nationwide	7.2
Population Size	
2.5 Million & Over	11.6
1 - 2.5 Million	13.6
500,000 - 1 Million	12.4
250,000 - 500,000	8.5
100,000 - 250,000	5.6
25,000 - 100,000	4.7
Under 25,000	2.4
Revenue Size	
$5 Million & Over	17.1
$3 Million - $5 Million	18.0
$2 Million - $3 Million	14.2
$1 Million - $2 Million	12.0
$500,000 - $1 Million	6.3
$400,000 - $500,000	2.9
$300,000 - $400,000	2.3
$200,000 - $300,000	3.6
Under $200,000	2.6

AM/FM Stations

Nationwide	4.6%
Population Size	
2.5 Million & Over	20.9
1 - 2.5 Million	18.9
500,000 - 1 Million	13.6
250,000 - 500,000	10.0
100,000 - 250,000	5.6
25,000 - 100,000	3.6
10,000 - 25,000	1.9
Under 10,000	1.1
Revenue Size	
$2 Million & Over	14.1
$1 Million - $2 Million	10.8
$500,000 - $1 Million	5.1
$400,000 - $500,000	2.5
$300,000 - $400,000	0.9
$200,000 - $300,000	1.1
Under $200,000	1.0

Daytime Stations

Nationwide	2.9
Population Size	
1 Million & Over	4.6
100,000 - 1 Million	4.4
10,000 - 100,000	2.8
Under 10,000	1.2
Revenue Size	
$400,000 & Over	2.2
$250,000 - $400,000	2.9
$150,000 - $250,000	3.0
$100,000 - $150,000	0.8
Under $100,000	1.9

FM Stations

Nationwide	9.9
Population Size	
2.5 Million & Over	14.8
1 - 2.5 Million	13.3
500,000 - 1 Million	12.7
200,000 - 500,000	9.1
50,000 - 200,000	6.1
Under 50,000	2.1
Revenue Size	
$2 Million & Over	15.0
$1 Million - $2 Million	12.2
$500,000 - $1 Million	8.3
$250,000 - $500,000	5.7
$150,000 - $250,000	2.8
Under $150,000	1.0

Class 1-A 50 kw Stations

Nationwide	13.1

Table 6
Percentage of National vs. Regional Advertising Dollars

	National Advertising	Regional Advertising
All Stations		
Nationwide	52.6%	47.4%
Population Size		
2.5 Million & Over*	87.8	12.2
2.5 Million & Over**	13.8	86.2
1 Million - 2.5 Million	86.5	13.5
500,000 - 1 Million	66.5	33.5
250,000 - 500,000	44.1	55.9
100,000 - 250,000	49.6	50.4
25,000 - 100,000	48.0	52.0
10,000 - 25,000	45.3	54.7
Under 10,000	44.3	55.7
*(Over $1 Million Revenues)		
**(Under $1 Million Revenues)		
Revenue Size		
$8 Million & Over	ID	ID
$5 Million - $8 Million	ID	ID
$3 Million - $5 Million	87.0	13.0
$2 Million - $3 Million	60.2	39.8
$1 Million - $2 Million	61.3	38.7
$500,000 - $1 Million	49.6	50.4
$300,000 - $500,000	51.5	48.5
$150,000 - $300,000	45.8	54.2
Under $150,000	40.2	59.8
Fulltime AM Stations		
Nationwide	55.4	44.6
Population Size		
2.5 Million & Over	ID	ID
1 Million - 2.5 Million	90.0	10.0
500,000 - 1 Million	57.7	42.3
250,000 - 500,000	42.7	57.3
100,000 - 250,000	64.9	35.1
25,000 - 100,000	51.3	48.7
Under 25,000	59.0	41.0
Revenue Size		
$5 Million & Over	ID	ID
$3 Million - $5 Million	82.8	17.2
$2 Million - $3 Million	ID	ID
$1 Million - $2 Million	65.8	34.2
$500,000 - 1 Million	49.7	50.3
$400,000 - $500,000	49.8	50.2
$300,000 - $400,000	54.8	45.2
$200,000 - $300,000	27.8	72.2
Under $200,000	71.7	28.3
AM/FM Stations		
Nationwide	48.2	51.8
Population Size		
2.5 Million & Over	93.7	6.3
1 Million - 2.5 Million	ID	ID
500,000 - 1 Million	83.2	16.8
250,000 - 500,000	54.4%	45.6%
100,000 - 250,000	44.0	56.0
25,000 - 100,000	40.5	59.5
10,000 - 25,000	49.1	50.9
Under 10,000	43.6	56.4
Revenue Size		
$2 Million & Over	64.9	35.1
$1 Million - $2 Million	60.8	39.2
$500,000 - $1 Million	50.0	50.0
$400,000 - $500,000	40.4	59.6
$300,000 - $400,000	41.2	58.8
$200,000 - $300,000	40.3	59.7
Under $200,000	54.5	45.5
Daytime Stations		
Nationwide	58.7	41.3
Population Size		
1 Million & Over	ID	ID
100,000 - 1 Million	73.3	26.7
10,000 - 100,000	48.9	51.1
Under 10,000	39.8	60.2
Revenue Size		
$400,000 & Over	50.4	49.6
$250,000 - $400,000	90.7	9.3
$150,000 - $250,000	23.7	76.3
$100,000 - $150,000	31.3	68.6
Under $100,000	64.2	35.8
FM Stations		
Nationwide	58.8	41.2
Population Size		
2.5 Million & Over	85.6	14.4
1 Million - 2.5 Million	84.3	15.7
500,000 - 1 Million	67.5	32.5
200,000 - 500,000	35.4	64.6
50,000 - 200,000	69.6	30.4
Under 50,000	39.8	60.2
Revenue Size		
$2 Million & Over	74.5	25.5
$1 Million - $2 Million	56.3	43.7
$500,000 - $1 Million	45.9	54.1
$250,000 - $500,000	52.6	47.4
$150,000 - $250,000	58.4	41.6
Under $150,000	38.6	61.4
Class 1-A 50 kw Stations		
Nationwide	ID	ID

ID — Insufficient Data

PART III.
Financial Yardsticks

How to Find Your Revenue and Expense Yardsticks

1. Table of Contents . . . In the table of contents on page 1 you will find a listing of market-size and revenue-size yardstick tables by station grouping. Each table provides yardstick figures for all stations in the sub-groupings, and those stations which reported a profit in 1982.

2. Market-Size Yardsticks . . . Each station grouping is first arranged in market-size categories, the number and definition varying according to universe and reporting sample. In the first station grouping, the largest population size category (2.5 million and over) has been further refined based on revenues — the first showing stations with revenues of $1 million and over, the second composed of those stations with revenues under $1 million.

To determine your market size, use the population of the metropolitan statistical area if you are located within one. If not, use 1980 city population figures. Stations participating in the survey were market sized according to the Bureau of the Census' 1980 Census of Population or the Office of Management and Budget's designated metropolitan statistical areas. See page 2 for further details on the market-size classification scheme.

These are the most refined yardsticks in the report. They provide broadcasters with the most precise yardsticks against which to evaluate their own operations.

3. Revenue-Size Yardsticks . . . The second section of each station grouping contains revenue-size tables. Your revenue size is determined, as in prior NAB surveys, solely by your total broadcast net revenue reported in 1982. As with market-size categories, the number and definition of revenue-size categories will vary among station groupings.

How to Use Your Revenue and Expense Yardsticks

A bookmark has been provided with blank columns headed "Your Station" in which you may enter your figures. Do not overlook the dollar comparisons. They are at least as important as the percent comparisons. Also be sure to evaluate your results against the middle 50 percent (interquartile range) figures as well as the typical figures, since it should not be anticipated that any one station will be perfectly in line with the typical figures. If your station lost money in 1982 or only made a small profit, you might want to use the yardstick figures for profit only as goals for the next fiscal year.

If one or more of your revenue or expense figures are unfavorably out of line with the yardsticks, this does not mean that you are necessarily running an inefficient operation, and that the figures which are substantially out of line must be corrected. But it does mean that you should be able to explain why it is necessary for that particular figure to deviate from the yardstick. If the explanation is sound, for both the short and long run, you may not want to consider any changes.

The explanation is what is significant — not just the fact that a particular revenue or expense figure is out of line with that in comparably situated stations.

Table 7
Revenue and Expense Yardsticks
Population Size 2.5 Million & Over
Stations with Revenues of $1 Million & Over

	All Stations (78)				Profit Only Stations (58)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	3,884,100	100.0	2,147,000-	5,709,000	4,478,000	100.0	2,373,100-	7,097,500
Network Compensation	0	0.0	0-	148,300	0	0.0	0-	204,300
National & Regional Advertisers	901,200	23.2	491,000-	1,701,300	994,100	22.2	545,400-	2,247,700
Local Advertisers	2,982,800	76.8	1,671,200-	4,102,900	3,483,900	77.8	1,805,900-	4,967,200
Total Net Revenues	3,371,800		2,036,100-	4,817,800	3,854,200		2,070,600-	6,000,500
Political Advertising Revenue	34,700		5,000-	93,200	35,300		4,000-	100,300
Revenues Other Than Time Sales	600		0-	20,400	1,100		0-	25,400
Trade-Outs & Barter	160,000		79,100-	333,200	154,100		61,700-	328,800
Expenses:								
Engineering	130,200	4.9	76,400-	260,000	125,800	4.6	63,400-	298,300
Program & Production	432,000	16.2	290,100-	626,700	438,200	16.1	219,300-	626,700
News	112,900	4.2	37,000-	349,300	111,100	4.1	28,900-	408,300
Sales	585,300	22.0	295,500-	691,800	653,600	24.0	267,400-	847,900
Advertising & Promotion	445,100	16.7	203,400-	737,700	473,800	17.4	182,200-	700,000
General & Administrative	960,700	36.0	468,000-	1,259,300	924,400	33.9	442,400-	1,197,100
Total Expenses	2,666,200	100.0	1,612,700-	4,178,700	2,727,000	100.0	1,592,600-	4,172,300
Salaries:								
Engineering	69,300	5.7	35,500-	198,800	70,300	5.4	35,500-	187,200
Program & Production	333,300	27.3	186,500-	449,400	347,700	26.6	174,200-	449,400
News	128,300	10.5	29,000-	256,200	117,400	9.0	25,700-	438,300
Sales	423,200	34.6	221,100-	489,300	488,600	37.4	220,500-	611,100
Advertising & Promotion	31,800	2.6	11,400-	38,500	31,900	2.4	15,100-	37,100
General & Administrative	236,300	19.3	147,000-	250,600	249,400	19.1	149,600-	258,900
Total Salaries	1,222,200	100.0	704,100-	1,747,800	1,305,300	100.0	682,700-	1,929,500
Cost of Outside News Service	24,800		10,900-	41,200	24,800		10,100-	48,300
Music License Fees	64,600		39,900-	113,800	92,700		47,900-	132,400
Rating Services	50,000		36,000-	68,900	47,800		22,500-	72,500
Travel & Entertainment	32,500		23,400-	85,900	31,500		17,100-	97,000
Depreciation & Amortization	117,200		57,700-	210,900	108,300		57,700-	188,000
Interest	0		0-	8,800	0		0-	9,700
Utility Costs	37,000		24,000-	68,500	33,300		22,500-	70,700
Bad Debt Expense	28,600		15,600-	58,400	31,700		16,300-	62,200
Corporate Allocation Charges	90,300		0-	185,000	87,500		0-	175,300
Employee Fringe Benefit Costs	120,400		56,800-	298,200	131,200		50,800-	303,500
Station Insurance Costs	11,300		6,100-	18,500	11,100		5,700-	19,200
Pre-Tax Profit	705,600		(20,700)-	1,746,300	1,127,200		429,900-	2,250,100
Profit Margin		20.93%	(1.14%)-	38.95%		29.25%	16.70%-	40.45%
Fulltime Employment	31		23-	47	31		23-	51
Parttime Employment	6		3-	9	7		3-	9

Table 8
Revenue and Expense Yardsticks
Population Size 2.5 Million & Over
Stations with Revenues of Under $1 Million

	All Stations (22)				Profit Only Stations (12)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	755,000	100.0	468,100-	907,100	549,900	100.0	259,000-	763,300
Network Compensation	0	0.0	0-	8,600	0	0.0	0-	0
National & Regional Advertisers	131,200	17.4	41,600-	219,700	84,100	15.3	33,600-	130,200
Local Advertisers	623,800	82.6	349,600-	713,100	465,800	84.7	207,400-	661,000
Total Net Revenues	705,700		468,700-	846,600	551,500		244,800-	686,900
Political Advertising Revenue	13,700		2,900-	21,000	17,000		3,700-	23,700
Revenues Other Than Time Sales	200		0-	10,200	300		0-	16,300
Trade-Outs & Barter	58,600		10,700-	130,100	18,000		10,100-	74,800
Expenses:								
Engineering	42,800	6.1	19,800-	68,200	24,400	5.0	13,300-	40,100
Program & Production	157,800	22.6	85,000-	248,600	104,900	21.6	50,300-	120,100
News	21,700	3.1	9,300-	32,800	16,500	3.4	7,800-	40,900
Sales	139,500	19.9	78,100-	200,700	90,100	18.6	31,600-	112,300
Advertising & Promotion	71,300	10.2	20,700-	197,900	65,000	13.4	23,200-	143,100
General & Administrative	265,400	38.1	149,000-	523,700	183,900	37.9	88,800-	259,200
Total Expenses	699,500	100.0	241,700-	1,055,900	484,800	100.0	197,100-	599,700
Salaries:								
Engineering	19,000	5.1	8,100-	33,300	16,100	5.5	5,600-	41,200
Program & Production	118,700	31.8	56,100-	159,300	61,700	21.3	30,400-	91,300
News	23,000	6.2	19,400-	35,500	29,000	10.0	13,300-	54,500
Sales	109,000	29.2	39,800-	149,900	74,200	25.5	16,600-	86,900
Advertising & Promotion	8,900	2.4	2,800-	16,300	11,300	3.9	10,000-	10,000
General & Administrative	94,500	25.3	48,300-	107,200	98,200	33.8	23,600-	103,300
Total Salaries	373,100	100.0	226,800-	465,400	290,500	100.0	180,400-	343,700
Cost of Outside News Service	8,600		5,400-	14,500	8,200		5,300-	14,200
Music License Fees	19,400		14,500-	23,000	15,700		9,500-	18,900
Rating Services	1,500		0-	25,000	800		0-	11,300
Travel & Entertainment	19,500		7,200-	31,300	9,600		4,900-	21,100
Depreciation & Amortization	53,800		23,900-	78,800	23,900		18,300-	55,600
Interest	2,500		0-	20,800	2,900		0-	13,200
Utility Costs	17,000		8,900-	21,700	15,500		8,800-	22,100
Bad Debt Expense	20,900		6,700-	29,900	8,600		5,500-	24,700
Corporate Allocation Charges	0		0-	44,900	0		0-	43,800
Employee Fringe Benefit Costs	21,800		12,000-	41,300	22,200		7,300-	35,000
Station Insurance Costs	6,800		3,600-	8,100	4,200		3,200-	6,600
Pre-Tax Profit	6,200		(292,500)-	46,400	66,700		13,500-	106,100
Profit Margin		0.88%	(41.95%)-	14.20%		12.09%	3.73%-	19.84%
Fulltime Employment	12		10-	18	11		9-	14
Parttime Employment	4		3-	7	4		4-	7

Table 9
Revenue and Expense Yardsticks
Population Size 1 - 2.5 Million

Revenue & Expense Items	All Stations (142) Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Profit Only Stations (92) Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	1,639,700	100.0	719,900-	2,946,100	2,229,900	100.0	1,310,500-	3,816,700
Network Compensation	6,700	0.4	0-	58,400	14,000	0.6	0-	75,100
National & Regional Advertisers	426,600	26.0	139,200-	821,400	554,700	24.9	237,800-	1,091,100
Local Advertisers	1,206,400	73.6	596,500-	2,109,600	1,661,200	74.5	905,000-	2,633,000
Total Net Revenues	1,447,900		675,800-	2,525,600	1,998,300		1,110,100-	3,240,300
Political Advertising Revenue	13,300		1,200-	36,500	15,900		1,200-	36,800
Revenues Other Than Time Sales	1,400		0-	10,800	1,700		0-	12,300
Trade-Outs & Barter	77,200		29,500-	178,200	95,400		26,600-	181,600
Expenses:								
Engineering	66,100	5.4	46,000-	135,800	73,600	5.0	48,200-	136,400
Program & Production	242,600	19.7	159,100-	439,700	296,000	19.9	179,500-	450,700
News	58,900	4.8	15,600-	206,300	79,400	5.3	21,600-	206,300
Sales	285,900	23.3	171,500-	466,500	352,400	23.7	198,600-	523,800
Advertising & Promotion	176,400	14.3	78,600-	304,000	218,000	14.7	87,500-	326,200
General & Administrative	399,600	32.5	255,100-	609,800	467,800	31.5	255,900-	700,400
Total Expenses	1,229,400	100.0	658,000-	2,075,600	1,487,300	100.0	750,000-	2,258,700
Salaries:								
Engineering	25,100	4.8	21,100-	65,700	36,900	5.1	23,000-	76,100
Program & Production	147,500	28.1	106,500-	276,200	193,000	26.8	123,600-	328,400
News	69,700	13.3	25,700-	162,100	86,900	12.1	33,100-	156,600
Sales	178,200	33.9	123,000-	296,700	271,700	37.8	170,600-	331,200
Advertising & Promotion	12,500	2.4	8,800-	26,800	15,900	2.2	12,500-	32,700
General & Administrative	92,400	17.6	69,200-	139,900	114,900	16.0	68,000-	155,500
Total Salaries	525,400	100.0	313,600-	864,400	719,400	100.0	385,600-	958,200
Cost of Outside News Service	9,000		5,700-	19,700	9,200		5,700-	20,300
Music License Fees	35,200		13,700-	63,100	47,900		28,400-	84,700
Rating Services	26,000		10,600-	39,500	26,800		15,900-	46,800
Travel & Entertainment	26,000		14,400-	47,600	30,800		14,900-	52,300
Depreciation & Amortization	70,200		39,300-	118,300	63,200		36,600-	106,500
Interest	0		0-	20,300	0		0-	500
Utility Costs	22,300		14,000-	37,400	22,400		13,100-	37,600
Bad Debt Expense	20,200		7,600-	34,400	23,500		11,500-	37,400
Corporate Allocation Charges	19,300		0-	63,700	33,400		0-	76,600
Employee Fringe Benefit Costs	56,900		18,100-	157,700	59,300		15,000-	181,600
Station Insurance Costs	7,700		3,800-	12,800	7,300		3,700-	12,600
Pre-Tax Profit	218,500		(93,700)-	754,200	511,000		167,400-	1,023,100
Profit Margin		15.09%	(13.13%)-	30.04%		25.57%	15.63%-	39.16%
Fulltime Employment	21		13-	33	24		16-	35
Parttime Employment	5		3-	8	5		3-	8

Table 10
Revenue and Expense Yardsticks
Population Size 500,000 - 1 Million

	All Stations (164)				Profit Only Stations (107)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	1,102,000	100.0	622,400-	1,912,900	1,583,700	100.0	804,400-	2,503,800
Network Compensation	11,200	1.0	0-	28,500	10,000	0.6	0-	29,700
National & Regional Advertisers	233,000	21.1	76,700-	430,100	348,500	22.0	142,500-	546,400
Local Advertisers	857,700	77.8	468,400-	1,474,100	1,225,200	77.4	623,500-	1,724,200
Total Net Revenues	967,800		572,800-	1,657,500	1,371,000		763,000-	2,221,500
Political Advertising Revenue	11,100		4,200-	26,700	17,500		7,900-	39,600
Revenues Other Than Time Sales	700		0-	10,400	1,300		0-	11,900
Trade-Outs & Barter	42,600		19,400-	90,000	50,000		19,400-	102,100
Expenses:								
Engineering	45,700	5.3	30,200-	92,600	61,000	5.7	38,300-	102,200
Program & Production	186,000	21.4	134,000-	298,600	233,000	21.8	170,700-	336,300
News	57,400	6.6	26,200-	147,600	81,900	7.7	29,800-	165,500
Sales	209,200	24.1	119,500-	343,700	265,500	24.9	138,200-	393,000
Advertising & Promotion	88,900	10.2	39,400-	151,800	106,000	9.9	40,300-	165,100
General & Administrative	282,400	32.5	214,800-	466,200	320,300	30.0	214,700-	552,400
Total Expenses	869,600	100.0	549,200-	1,418,000	1,067,700	100.0	584,800-	1,517,200
Salaries:								
Engineering	20,200	5.1	15,100-	41,800	25,800	4.6	18,300-	46,100
Program & Production	119,800	30.1	95,800-	181,900	163,400	29.1	107,200-	199,700
News	45,600	11.4	19,400-	93,100	58,800	10.5	19,500-	112,500
Sales	133,300	33.5	84,000-	242,400	206,200	36.7	112,600-	284,800
Advertising & Promotion	8,100	2.0	3,900-	17,400	14,600	2.6	5,400-	19,000
General & Administrative	71,400	17.9	58,600-	124,900	93,000	16.5	63,600-	144,100
Total Salaries	398,300	100.0	269,900-	633,900	561,800	100.0	288,400-	714,900
Cost of Outside News Service	8,500		4,800-	13,300	8,500		5,000-	14,000
Music License Fees	26,200		11,500-	45,900	36,100		16,500-	54,300
Rating Services	18,100		5,800-	29,300	22,600		12,300-	32,100
Travel & Entertainment	13,600		7,400-	23,200	14,800		8,300-	25,500
Depreciation & Amortization	47,700		25,100-	86,300	42,400		25,000-	85,100
Interest	2,200		0-	24,800	400		0-	23,200
Utility Costs	18,500		10,200-	29,800	23,000		12,800-	31,000
Bad Debt Expense	15,400		8,100-	27,600	20,000		9,200-	32,400
Corporate Allocation Charges	11,600		0-	57,800	6,400		0-	61,500
Employee Fringe Benefit Costs	46,300		19,000-	91,200	47,300		20,300-	97,000
Station Insurance Costs	6,500		3,800-	10,500	7,700		4,400-	14,000
Pre-Tax Profit	98,200		(58,600)-	476,300	303,300		96,500-	668,500
Profit Margin		10.15%	(7.48%)-	27.74%		22.12%	11.51%-	37.62%
Fulltime Employment	21		14-	30	22		13-	30
Parttime Employment	5		3-	7	5		3-	7

Table 11
Revenue and Expense Yardsticks
Population Size 250,000 - 500,000

	All Stations (164)				Profit Only Stations (106)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	703,300	100.0	407,000-	1,193,300	865,100	100.0	475,900-	1,455,700
Network Compensation	2,600	0.4	0-	11,600	2,400	0.3	0-	12,400
National & Regional Advertisers	126,300	18.0	45,200-	262,200	171,800	19.9	64,200-	285,200
Local Advertisers	574,400	81.7	322,200-	880,000	690,900	79.9	397,600-	1,078,200
Total Net Revenues	644,400		378,100-	1,093,500	812,400		475,900-	1,310,200
Political Advertising Revenue	7,900		2,100-	17,600	8,000		2,100-	18,600
Revenues Other Than Time Sales	1,400		0-	10,100	1,900		0-	10,900
Trade-Outs & Barter	31,500		3,300-	69,700	32,800		900-	76,500
Expenses:								
Engineering	36,100	6.1	25,600-	58,000	43,700	6.6	26,800-	61,300
Program & Production	139,000	23.6	97,500-	211,900	161,000	24.2	100,200-	224,900
News	33,700	5.7	15,100-	65,500	37,100	5.6	12,000-	81,400
Sales	139,500	23.7	94,800-	237,200	164,400	24.7	95,700-	262,300
Advertising & Promotion	34,900	5.9	19,100-	65,000	33,800	5.1	10,600-	71,300
General & Administrative	206,700	35.0	144,100-	360,800	225,200	33.9	126,000-	356,900
Total Expenses	589,800	100.0	386,900-	924,600	663,100	100.0	375,900-	967,200
Salaries:								
Engineering	13,400	4.9	7,800-	22,600	15,800	4.6	8,700-	23,100
Program & Production	82,900	30.3	65,400-	134,300	104,300	30.4	66,100-	138,400
News	27,000	9.9	16,300-	53,400	35,600	10.4	18,600-	70,000
Sales	87,900	32.2	64,100-	146,700	116,900	34.1	74,500-	182,800
Advertising & Promotion	5,700	2.1	1,300-	10,900	6,400	1.9	700-	10,600
General & Administrative	56,400	20.7	41,900-	96,500	64,200	18.7	42,100-	103,900
Total Salaries	273,300	100.0	214,900-	450,500	343,200	100.0	214,500-	484,300
Cost of Outside News Service	6,800		3,900-	10,000	7,100		3,900-	10,800
Music License Fees	17,700		9,900-	28,500	21,600		12,300-	32,300
Rating Services	7,400		1,300-	15,100	7,800		0-	13,900
Travel & Entertainment	10,800		5,100-	19,100	11,500		6,500-	19,600
Depreciation & Amortization	32,300		21,100-	56,200	36,400		22,200-	56,000
Interest	1,600		0-	24,700	700		0-	12,400
Utility Costs	14,500		7,500-	22,300	15,200		8,700-	26,000
Bad Debt Expense	9,900		4,200-	19,600	10,000		5,300-	19,700
Corporate Allocation Charges	0		0-	23,200	0		0-	24,000
Employee Fringe Benefit Costs	26,200		14,000-	47,900	28,900		12,400-	53,300
Station Insurance Costs	5,100		3,600-	9,000	5,900		4,300-	10,300
Pre-Tax Profit	54,600		(51,200)-	187,700	147,300		57,000-	314,000
Profit Margin		8.47%	(12.20%)-	23.89%		18.13%	9.03%-	30.28%
Fulltime Employment	16		12-	23	17		12-	24
Parttime Employment	4		3-	6	5		3-	7

Table 12
Revenue and Expense Yardsticks
Population Size 100,000 - 250,000

	All Stations (158)				Profit Only Stations (111)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	603,000	100.0	375,900-	872,500	649,200	100.0	414,400-	946,500
Network Compensation	0	0.0	0-	3,100	0	0.0	0-	2,400
National & Regional Advertisers	89,600	14.9	42,300-	161,700	81,200	12.5	33,100-	166,900
Local Advertisers	513,400	85.1	303,500-	703,400	568,000	87.5	329,800-	752,800
Total Net Revenues	578,400		364,200-	838,400	627,700		379,700-	900,100
Political Advertising Revenue	9,700		5,600-	18,300	10,200		5,600-	18,800
Revenues Other Than Time Sales	4,200		0-	12,700	3,400		0-	12,300
Trade-Outs & Barter	20,600		7,000-	48,100	20,800		7,200-	45,400
Expenses:								
Engineering	29,400	5.7	18,200-	45,800	31,000	6.0	18,600-	44,200
Program & Production	120,200	23.2	83,000-	182,300	115,200	22.3	72,900-	187,100
News	29,600	5.7	12,200-	55,100	28,400	5.5	12,000-	59,600
Sales	122,500	23.6	70,800-	179,300	128,600	24.9	70,600-	181,500
Advertising & Promotion	20,700	4.0	8,300-	40,100	18,500	3.6	8,400-	36,900
General & Administrative	196,400	37.8	130,900-	291,600	195,700	37.8	119,000-	280,000
Total Expenses	518,900	100.0	293,400-	737,000	517,300	100.0	293,000-	718,000
Salaries:								
Engineering	12,500	4.5	5,600-	20,500	11,800	4.3	5,300-	19,600
Program & Production	76,800	27.8	58,800-	123,900	73,200	26.7	56,400-	124,200
News	26,100	9.5	13,300-	46,300	27,900	10.2	12,100-	49,000
Sales	89,400	32.4	51,200-	132,200	89,600	32.6	51,300-	144,400
Advertising & Promotion	9,300	3.4	2,500-	16,100	9,800	3.6	600-	15,700
General & Administrative	61,600	22.3	43,800-	80,300	62,200	22.7	42,900-	85,100
Total Salaries	275,700	100.0	162,300-	368,300	274,400	100.0	164,300-	378,700
Cost of Outside News Service	6,600		3,400-	9,800	6,400		3,100-	9,500
Music License Fees	15,000		9,200-	21,400	17,400		9,800-	22,300
Rating Services	2,000		0-	8,400	1,600		0-	8,400
Travel & Entertainment	9,900		3,500-	15,800	7,900		2,700-	15,500
Depreciation & Amortization	31,800		15,600-	71,100	28,900		13,400-	69,400
Interest	4,400		0-	35,400	3,400		0-	30,900
Utility Costs	13,800		7,100-	24,600	14,700		7,200-	24,300
Bad Debt Expense	5,900		3,000-	13,200	5,900		2,700-	14,500
Corporate Allocation Charges	0		0-	19,100	0		0-	18,900
Employee Fringe Benefit Costs	18,600		8,500-	40,500	16,600		8,300-	40,000
Station Insurance Costs	5,900		2,900-	9,200	6,200		2,800-	9,800
Pre-Tax Profit	59,600		(10,400)-	145,200	110,400		38,900-	200,100
Profit Margin		10.30%	(2.17%)-	23.27%		17.58%	8.66%-	28.80%
Fulltime Employment	16		11-	22	16		11-	22
Parttime Employment	4		3-	6	5		2-	6

Table 13
Revenue and Expense Yardsticks
Population Size 25,000 - 100,000

	All Stations (108)				Profit Only Stations (67)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	463,900	100.0	309,100-	682,200	578,000	100.0	405,300-	737,500
Network Compensation	0	0.0	0-	0	0	0.0	0-	1,100
National & Regional Advertisers	59,700	12.9	19,700-	95,600	71,600	12.4	25,000-	115,800
Local Advertisers	404,200	87.1	261,100-	573,300	506,400	87.6	313,400-	610,600
Total Net Revenues	461,000		300,400-	661,800	558,900		398,700-	705,300
Political Advertising Revenue	6,800		2,000-	13,500	7,400		2,200-	14,700
Revenues Other Than Time Sales	1,400		0-	10,400	3,400		0-	17,100
Trade-Outs & Barter	14,500		2,300-	27,500	13,100		1,900-	26,600
Expenses:								
Engineering	26,100	6.0	12,900-	36,900	29,200	6.2	15,200-	36,700
Program & Production	101,800	23.6	76,900-	140,900	113,700	24.2	76,800-	144,500
News	22,000	5.1	9,100-	40,900	26,700	5.7	6,400-	46,700
Sales	79,200	18.4	56,000-	122,200	90,400	19.2	59,300-	126,700
Advertising & Promotion	13,700	3.2	6,000-	32,300	15,900	3.4	6,700-	32,200
General & Administrative	188,300	43.7	114,500-	254,800	195,000	41.4	110,300-	252,400
Total Expenses	431,000	100.0	287,600-	560,900	470,800	100.0	276,700-	588,000
Salaries:								
Engineering	9,200	4.2	5,400-	17,200	10,600	4.1	4,800-	15,800
Program & Production	67,000	30.9	54,300-	98,000	79,900	31.0	54,200-	101,900
News	17,000	7.8	12,000-	31,500	24,900	9.7	12,600-	36,800
Sales	67,700	31.3	46,000-	104,300	81,500	31.6	48,200-	120,200
Advertising & Promotion	1,300	0.6	0-	3,800	1,000	0.4	0-	9,500
General & Administrative	54,500	25.2	38,000-	79,200	60,100	23.3	33,700-	76,500
Total Salaries	216,700	100.0	151,000-	320,200	258,100	100.0	163,000-	333,100
Cost of Outside News Service	6,400		4,400-	9,600	6,300		4,400-	9,000
Music License Fees	12,200		6,800-	16,800	14,100		9,300-	19,500
Rating Services	0		0-	1,300	0		0-	1,800
Travel & Entertainment	6,700		2,800-	11,300	7,200		2,600-	12,300
Depreciation & Amortization	23,500		14,700-	37,400	24,200		16,000-	36,200
Interest	8,500		0-	29,300	9,700		0-	29,300
Utility Costs	12,200		7,200-	17,800	12,400		6,500-	17,900
Bad Debt Expense	5,000		3,000-	8,200	4,900		3,000-	8,500
Corporate Allocation Charges	0		0-	0	0		0-	0
Employee Fringe Benefit Costs	18,400		8,500-	35,500	16,300		7,900-	34,300
Station Insurance Costs	4,400		2,600-	7,100	4,800		2,800-	7,100
Pre-Tax Profit	30,000		(22,000)-	84,700	88,100		39,200-	127,900
Profit Margin		6.51%	(4.66%)-	20.99%		15.76%	8.68%-	29.43%
Fulltime Employment	13		9-	17	14		9-	18
Parttime Employment	4		3-	7	4		3-	7

Table 14
Revenue and Expense Yardsticks
Population Size 10,000 - 25,000

	All Stations (160)				Profit Only Stations (108)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	380,300	100.0	237,200-	543,100	412,400	100.0	271,600-	584,500
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	43,400	11.4	11,500-	74,900	46,500	11.3	11,500-	78,100
Local Advertisers	336,900	88.6	212,200-	465,700	365,900	88.7	240,800-	512,300
Total Net Revenues	373,000		231,300-	531,400	410,700		273,800-	580,900
Political Advertising Revenue	5,800		2,200-	11,200	6,800		4,100-	12,000
Revenues Other Than Time Sales	700		0-	8,000	1,500		0-	11,200
Trade-Outs & Barter	4,200		0-	17,000	4,900		0-	17,000
Expenses:								
Engineering	17,300	5.1	9,200-	34,500	17,500	4.9	10,000-	35,800
Program & Production	80,500	23.5	54,400-	116,000	83,600	23.6	62,500-	119,600
News	19,500	5.7	9,300-	30,800	19,600	5.5	13,000-	32,400
Sales	69,500	20.3	47,200-	112,000	78,700	22.2	49,700-	117,200
Advertising & Promotion	7,200	2.1	2,900-	15,800	7,100	2.0	4,500-	15,000
General & Administrative	148,600	43.4	90,800-	208,900	147,900	41.7	90,800-	207,700
Total Expenses	342,600	100.0	217,000-	483,100	354,300	100.0	229,000-	482,500
Salaries:								
Engineering	6,700	3.9	1,600-	13,500	8,400	4.1	3,600-	15,900
Program & Production	51,200	29.5	37,500-	79,500	55,200	27.3	41,100-	81,700
News	13,900	8.0	10,700-	24,000	15,800	7.8	11,800-	24,000
Sales	49,700	28.6	36,900-	85,500	61,000	30.1	42,500-	89,200
Advertising & Promotion	8,100	4.7	3,400-	14,500	8,500	4.2	3,400-	14,500
General & Administrative	43,800	25.2	29,700-	68,600	53,400	26.4	39,100-	74,000
Total Salaries	173,400	100.0	121,700-	256 100	202,300	100.0	147,100-	279,500
Cost of Outside News Service	7,500		4,800-	9,900	8,000		5,300-	10,700
Music License Fees	10,400		6,100-	14,200	11,300		7,400-	15,300
Rating Services	0		0-	500	0		0-	0
Travel & Entertainment	5,000		1,900-	8,300	5,100		1,500-	9,500
Depreciation & Amortization	20,600		11,900-	36,700	20,200		8,900-	35,400
Interest	4,200		0-	19,900	2,500		0-	15,800
Utility Costs	7,400		4,500-	12,500	8,700		4,500-	13,700
Bad Debt Expense	3,000		1,400-	5,500	3,600		1,700-	6,200
Corporate Allocation Charges	0		0-	0	0		0-	0
Employee Fringe Benefit Costs	16,200		4,800-	25,700	19,500		6,700-	29,800
Station Insurance Costs	4,100		2,200-	6,500	4,000		2,200-	6,200
Pre-Tax Profit	30,400		(9,700)-	72,400	56,400		23,600-	96,700
Profit Margin		8.16%	(5.22%)-	17.56%		13.73%	8.01%-	21.85%
Fulltime Employment	12		9-	14	12		10-	14
Parttime Employment	4		2-	5	4		2-	5

Table 15
Revenue and Expense Yardsticks
Population Size Under 10,000

	All Stations (242)				Profit Only Stations (174)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	223,700	100.0	148,300-	334,400	227,000	100.0	156,100-	360,500
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	14,900	6.7	1,900-	33,400	15,400	6.8	2,900-	35,400
Local Advertisers	208,700	93.3	126,300-	306,600	211,600	93.2	141,000-	329,400
Total Net Revenues	218,900		143,100-	328,200	225,900		156,200-	364,500
Political Advertising Revenue	4,000		2,300-	7,800	4,700		2,600-	9,500
Revenues Other Than Time Sales	300		0-	3,900	1,000		0-	5,800
Trade-Outs & Barter	1,900		0-	8,900	1,500		0-	10,300
Expenses:								
Engineering	8,600	4.3	5,100-	19,500	8,800	4.6	5,400-	20,400
Program & Production	52,000	26.1	40,100-	85,600	53,700	27.8	40,700-	93,500
News	8,600	4.3	4,600-	20,800	7,900	4.1	4,100-	30,900
Sales	35,500	17.8	21,000-	65,000	36,600	18.9	18,200-	73,000
Advertising & Promotion	3,200	1.6	1,200-	9,000	3,200	1.6	1,200-	9,300
General & Administrative	91,400	45.9	61,400-	157,500	83,200	43.0	56,000-	144,700
Total Expenses	199,400	100.0	116,900-	313,100	193,500	100.0	109,700-	299,400
Salaries:								
Engineering	2,700	2.4	0-	8,100	3,100	2.9	100-	8,900
Program & Production	38,200	34.2	28,000-	60,400	37,500	34.2	27,500-	62,800
News	10,500	9.4	6,400-	19,500	12,000	11.0	7,200-	27,400
Sales	28,600	25.6	15,300-	53,900	27,300	24.9	16,300-	57,200
Advertising & Promotion	3,700	3.3	1,000-	10,600	3,500	3.2	600-	9,500
General & Administrative	27,900	25.0	20,800-	50,200	26,100	23.8	21,700-	50,300
Total Salaries	111,600	100.0	69,900-	168,300	109,600	100.0	70,200-	172,200
Cost of Outside News Service	6,000		4,100-	8,900	5,900		4,100-	8,900
Music License Fees	5,900		3,700-	9,300	6,300		3,900-	9,900
Rating Services	0		0-	0	0		0-	0
Travel & Entertainment	4,300		1,400-	8,000	4,800		1,300-	9,500
Depreciation & Amortization	13,200		7,000-	25,900	13,000		6,800-	25,100
Interest	5,700		0-	16,700	3,100		0-	14,000
Utility Costs	7,100		4,200-	11,400	7,200		4,200-	12,900
Bad Debt Expense	1,800		0-	4,200	1,800		100-	4,700
Corporate Allocation Charges	0		0-	0	0		0-	0
Employee Fringe Benefit Costs	7,600		2,900-	15,600	7,300		2,600-	19,600
Station Insurance Costs	3,300		1,600-	5,300	3,300		1,700-	5,300
Pre-Tax Profit	19,400		(2,000)-	54,800	32,500		17,400-	68,300
Profit Margin		8.89%	(0.95%)-	20.97%		14.38%	5.77%-	29.28%
Fulltime Employment	8		5-	11	8		5-	11
Parttime Employment	3		2-	5	4		2-	5

Table 16
Revenue and Expense Yardsticks
Revenue Size $8 Million & Over

	All Stations (15)				Profit Only Stations (15)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	13,367,000	100.0	10,197,000-	15,089,000	**Same As All Stations**			
Network Compensation	378,300	2.8	0-	498,300				
National & Regional Advertisers	3,875,500	29.0	2,349,600-	3,855,600				
Local Advertisers	9,113,200	68.2	6,341,600-	10,834,200				
Total Net Revenues	11,466,800		8,437,300-	13,410,200				
Political Advertising Revenue	262,500		128,700-	348,700				
Revenues Other Than Time Sales	4,600		0-	62,000				
Trade-Outs & Barter	595,700		295,500-	942,300				
Expenses:								
Engineering	554,300	7.2	336,400-	688,700				
Program & Production	2,022,200	26.1	734,300-	3,487,500				
News	958,700	12.4	678,300-	1,780,900				
Sales	1,330,600	17.2	562,800-	1,471,000				
Advertising & Promotion	981,100	12.7	563,100-	1,346,800				
General & Administrative	1,894,800	24.5	686,300-	2,005,200				
Total Expenses	7,741,600	100.0	5,667,900-	8,341,700				
Salaries:								
Engineering	303,100	9.7	190,800-	551,100				
Program & Production	998,000	32.0	482,400-	1,587,200				
News	603,900	19.4	414,300-	993,000				
Sales	862,300	27.7	402,600-	857,300				
Advertising & Promotion	45,500	1.5	23,900-	51,900				
General & Administrative	304,600	9.8	173,000-	371,100				
Total Salaries	3,117,300	100.0	2,274,000-	3,359,000				
Cost of Outside News Service	53,000		40,000-	104,100				
Music License Fees	236,200		69,900-	253,200				
Rating Services	82,000		68,700-	134,100				
Travel & Entertainment	152,700		57,900-	228,900				
Depreciation & Amortization	176,500		97,000-	227,200				
Interest	900		0-	33,200				
Utility Costs	76,500		34,900-	184,400				
Bad Debt Expense	35,900		16,300-	124,100				
Corporate Allocation Charges	259,900		91,700-	526,000				
Employee Fringe Benefit Costs	327,100		179,700-	380,600				
Station Insurance Costs	30,900		11,000-	57,800				
Pre-Tax Profit	3,725,200		2,436,400-	4,809,300				
Profit Margin		32.49%	27.25%-	41.30%				
Fulltime Employment	62		58-	86				
Parttime Employment	9		4-	15				

Table 17
Revenue and Expense Yardsticks
Revenue Size $5 Million - $8 Million

	All Stations (14)				Profit Only Stations (14)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	6,956,000	100.0	6,086,600-	7,400,900	**Same As All Stations**			
Network Compensation	27,300	0.4	0-	196,900				
National & Regional Advertisers	2,250,000	32.3	1,391,400-	2,824,100				
Local Advertisers	4,678,700	67.3	4,125,000-	5,191,600				
Total Net Revenues	5,870,900		5,290,300-	6,179,100				
Political Advertising Revenue	34,300		0-	115,600				
Revenues Other Than Time Sales	0		0-	26,700				
Trade-Outs & Barter	60,800		1,600-	290,900				
Expenses:								
Engineering	200,000	5.7	120,100-	310,600				
Program & Production	473,900	13.4	341,900-	601,500				
News	168,300	4.8	95,100-	498,300				
Sales	972,000	27.6	515,500-	946,700				
Advertising & Promotion	526,500	14.9	306,400-	703,200				
General & Administrative	1,186,100	33.6	667,800-	1,279,500				
Total Expenses	3,526,800	100.0	2,567,700-	4,068,700				
Salaries:								
Engineering	83,800	5.9	46,900-	129,100				
Program & Production	316,100	22.3	221,100-	282,200				
News	120,900	8.5	66,000-	252,300				
Sales	610,100	43.0	374,300-	616,000				
Advertising & Promotion	18,300	1.3	13,500-	31,400				
General & Administrative	271,100	19.1	176,500-	251,000				
Total Salaries	1,420,200	100.0	1,048,000-	1,689,200				
Cost of Outside News Service	38,600		23,300-	78,700				
Music License Fees	147,800		129,500-	156,900				
Rating Services	64,800		54,200-	73,900				
Travel & Entertainment	53,300		34,400-	82,900				
Depreciation & Amortization	165,100		34,900-	260,300				
Interest	900		0-	1,200				
Utility Costs	52,100		27,500-	68,700				
Bad Debt Expense	58,300		32,200-	69,200				
Corporate Allocation Charges	129,600		0-	191,400				
Employee Fringe Benefit Costs	63,600		5,000-	277,100				
Station Insurance Costs	17,900		12,000-	25,200				
Pre-Tax Profit	2,344,100		1,772,400-	2,865,400				
Profit Margin		39.93%	29.91%-	49.94%				
Fulltime Employment	41		29-	62				
Parttime Employment	7		3-	10				

Table 18
Revenue and Expense Yardsticks
Revenue Size $3 Million - $5 Million

	All Stations (51)				Profit Only Stations (44)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	4,291,700	100.0	3,858,400-	4,974,600	4,290,200	100.0	3,851,900-	5,199,000
Network Compensation	63,500	1.5	0-	147,400	65,500	1.5	0-	141,600
National & Regional Advertisers	1,055,200	24.6	874,700-	1,440,500	1,022,400	23.8	853,600-	1,393,700
Local Advertisers	3,172,900	73.9	2,845,300-	3,643,600	3,202,300	74.6	2,818,300-	3,812,000
Total Net Revenues	3,739,200		3,396,200-	4,295,800	3,763,500		3,402,600-	4,402,900
Political Advertising Revenue	37,000		6,700-	75,200	39,400		7,900-	76,100
Revenues Other Than Time Sales	1,900		0-	40,700	4,200		0-	41,100
Trade-Outs & Barter	199,700		121,000-	333,200	191,900		120,500-	283,800
Expenses:								
Engineering	144,800	5.1	95,100-	254,400	138,500	5.0	92,900-	213,000
Program & Production	627,300	21.9	406,200-	820,400	614,300	22.1	392,700-	808,700
News	181,600	6.3	81,200-	294,800	175,600	6.3	80,700-	287,300
Sales	643,300	22.5	482,200-	759,400	650,900	23.4	477,000-	787,400
Advertising & Promotion	392,400	13.7	246,400-	550,300	373,700	13.4	231,400-	469,600
General & Administrative	875,200	30.6	534,000-	1,049,300	826,700	29.7	513,600-	963,700
Total Expenses	2,864,600	100.0	2,174,700-	3,783,900	2,779,700	100.0	2,120,200-	3,435,100
Salaries:								
Engineering	81,200	6.8	42,800-	158,300	67,900	5.9	41,100-	144,400
Program & Production	372,900	31.1	266,600-	455,500	359,700	31.2	259,600-	444,600
News	142,300	11.8	68,000-	196,400	140,000	12.1	66,000-	190,300
Sales	371,300	30.9	296,200-	473,700	362,300	31.4	295,000-	476,600
Advertising & Promotion	33,500	2.8	16,900-	46,700	28,000	2.4	14,300-	39,300
General & Administrative	199,600	16.6	153,000-	237,000	195,500	17.0	150,700-	245,100
Total Salaries	1,200,900	100.0	999,300-	1,588,900	1,153,500	100.0	921,200-	1,541,200
Cost of Outside News Service	24,300		14,000-	34,000	21,800		14,000-	33,000
Music License Fees	99,300		88,600-	113,200	99,800		84,800-	113,200
Rating Services	47,000		34,400-	59,500	42,200		29,700-	57,100
Travel & Entertainment	44,700		27,000-	78,100	43,800		26,200-	68,500
Depreciation & Amortization	114,600		66,300-	186,900	105,100		63,000-	163,000
Interest	0		0-	19,800	0		0-	27,500
Utility Costs	32,000		19,700-	57,700	30,800		18,800-	53,500
Bad Debt Expense	37,100		24,100-	51,100	38,500		26,000-	56,500
Corporate Allocation Charges	62,500		0-	186,700	46,300		0-	135,800
Employee Fringe Benefit Costs	173,900		68,500-	277,400	151,100		55,500-	263,100
Station Insurance Costs	15,000		9,500-	27,400	14,900		8,000-	27,400
Pre-Tax Profit	874,600		519,000-	1,390,800	983,800		709,400-	1,412,900
Profit Margin		23.39%	12.59%-	39.43%		26.14%	18.09%-	40.08%
Fulltime Employment	39		32-	46	39		31-	45
Parttime Employment	7		5-	9	6		5-	9

Table 19
Revenue and Expense Yardsticks
Revenue Size $2 Million - $3 Million

	All Stations (73)				Profit Only Stations (63)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	2,722,400	100.0	2,449,800-	2,986,500	2,735,200	100.0	2,469,100-	2,990,200
Network Compensation	23,000	0.8	0-	70,500	19,200	0.7	0-	59,500
National & Regional Advertisers	557,200	20.5	409,500-	795,700	572,600	20.9	407,600-	824,000
Local Advertisers	2,142,200	78.7	1,877,500-	2,313,300	2,143,500	78.4	1,877,600-	2,297,300
Total Net Revenues	2,394,600		2,143,600-	2,616,800	2,399,600		2,167,700-	2,608,600
Political Advertising Revenue	30,100		12,500-	46,000	29,100		11,700-	45,400
Revenues Other Than Time Sales	7,800		800-	21,700	9,100		1,500-	21,900
Trade-Outs & Barter	93,800		36,100-	174,500	77,200		28,000-	174,500
Expenses:								
Engineering	90,500	4.8	58,500-	135,300	89,600	4.9	56,400-	133,700
Program & Production	375,300	19.9	288,200-	454,700	363,000	19.9	268,300-	426,500
News	124,500	6.6	48,000-	190,300	111,700	6.1	38,800-	179,600
Sales	405,900	21.6	349,500-	508,200	410,600	22.5	349,500-	493,800
Advertising & Promotion	198,000	10.5	119,000-	317,700	185,500	10.2	116,000-	280,400
General & Administrative	687,900	36.6	474,900-	801,900	660,900	36.3	467,700-	784,300
Total Expenses	1,881,900	100.0	1,578,900-	2,301,400	1,821,300	100.0	1,562,300-	2,029,000
Salaries:								
Engineering	41,700	4.9	28,000-	59,500	40,600	4.9	25,700-	59,300
Program & Production	233,300	27.6	179,800-	317,500	210,100	25.4	169,500-	275,400
News	105,400	12.5	45,400-	134,000	92,900	11.2	37,900-	126,200
Sales	302,900	35.8	238,600-	358,300	312,900	37.9	238,200-	339,200
Advertising & Promotion	16,500	1.9	10,600-	20,200	17,000	2.1	9,500-	19,900
General & Administrative	145,500	17.2	121,300-	186,300	152,600	18.5	117,800-	180,200
Total Salaries	845,300	100.0	712,400-	986,900	826,100	100.0	689,200-	953,000
Cost of Outside News Service	13,700		8,600-	24,800	12,700		7,500-	21,900
Music License Fees	60,000		51,500-	70,200	60,800		54,900-	70,900
Rating Services	34,600		23,500-	40,900	32,000		19,400-	38,900
Travel & Entertainment	31,400		18,000-	49,400	29,400		17,500-	45,900
Depreciation & Amortization	77,200		59,900-	116,300	78,900		60,600-	116,300
Interest	300		0-	17,500	400		0-	67,700
Utility Costs	31,800		25,300-	62,500	31,000		25,300-	57,500
Bad Debt Expense	27,500		15,600-	46,300	29,200		17,600-	46,300
Corporate Allocation Charges	39,000		0-	91,700	42,500		0-	91,700
Employee Fringe Benefit Costs	95,800		71,700-	184,500	97,800		69,400-	182,500
Station Insurance Costs	9,800		5,900-	15,700	9,700		5,700-	15,500
Pre-Tax Profit	512,600		237,500-	779,600	578,300		350,500-	822,600
Profit Margin		21.41%	9.86%-	32.16%		24.10%	14.83%-	34.30%
Fulltime Employment	31		25-	38	30		24-	37
Parttime Employment	5		3-	9	5		3-	9

Table 20
Revenue and Expense Yardsticks
Revenue Size $1 Million - $2 Million

	All Stations (174)				Profit Only Stations (130)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	1,533,800	100.0	1,279,100-	1,829,600	1,566,100	100.0	1,286,100-	1,834,600
Network Compensation	7,400	0.5	0-	28,500	4,100	0.3	0-	22,800
National & Regional Advertisers	355,000	23.1	209,200-	496,800	360,600	23.0	215,000-	527,100
Local Advertisers	1,171,400	76.4	974,600-	1,353,500	1,201,400	76.7	991,100-	1,363,200
Total Net Revenues	1,392,000		1,155,800-	1,606,500	1,438,400		1,184,500-	1,632,200
Political Advertising Revenue	15,300		4,300-	28,500	14,800		4,600-	28,300
Revenues Other Than Time Sales	1,600		0-	14,500	1,300		0-	17,400
Trade-Outs & Barter	69,000		29,300-	116,200	60,800		26,300-	111,000
Expenses:								
Engineering	68,000	5.8	46,000-	94,400	61,700	5.6	42,800-	74,100
Program & Production	246,600	20.9	181,500-	301,600	236,800	21.5	172,900-	274,700
News	63,800	5.4	26,600-	97,400	54,800	5.0	25,900-	81,500
Sales	286,400	24.2	212,200-	325,900	278,800	25.3	194,900-	312,900
Advertising & Promotion	117,800	10.0	45,500-	187,600	86,200	7.8	35,800-	140,600
General & Administrative	398,900	33.8	282,600-	528,200	382,600	34.8	262,200-	429,200
Total Expenses	1,181,600	100.0	928,200-	1,420,500	1,100,900	100.0	836,900-	1,232,400
Salaries:								
Engineering	28,700	5.1	18,700-	42,300	27,200	5.0	18,200-	37,900
Program & Production	159,200	28.6	116,700-	200,800	151,700	28.0	109,100-	180,300
News	49,500	8.9	22,400-	84,500	47,000	8.7	20,100-	65,000
Sales	204,000	36.6	161,500-	233,600	207,900	38.4	152,100-	230,600
Advertising & Promotion	11,600	2.1	4,700-	18,700	11,700	2.2	3,900-	20,500
General & Administrative	104,200	18.7	71,800-	122,500	96,000	17.7	67,500-	122,000
Total Salaries	557,100	100.0	424,200-	637,800	541,600	100.0	397,500-	589,100
Cost of Outside News Service	9,400		6,400-	15,500	8,500		5,700-	12,900
Music License Fees	36,000		28,[illegible]00-	42,100	36,600		29,500-	42,600
Rating Services	20,000		9,700-	28,900	16,000		7,800-	25,200
Travel & Entertainment	18,500		11,400-	29,100	15,200		10,700-	25,400
Depreciation & Amortization	56,900		30,600-	102,600	49,600		27,500-	81,200
Interest	0		0-	17,600	0		0-	10,100
Utility Costs	22,200		14,500-	32,200	22,200		14,400-	29,900
Bad Debt Expense	17,500		9,100-	30,000	17,500		8,700-	27,500
Corporate Allocation Charges	26,700		0-	78,800	22,100		0-	64,700
Employee Fringe Benefit Costs	52,000		26,400-	86,400	46,600		20,700-	68,100
Station Insurance Costs	7,600		4,600-	11,200	7,100		4,000-	10,000
Pre-Tax Profit	210,400		(12,400)-	462,200	337,500		165,300-	558,000
Profit Margin		15.12%	(1.06%)-	32.73%		23.47%	11.68%-	37.53%
Fulltime Employment	23		19-	28	22		18-	26
Parttime Employment	5		3-	8	5		3-	8

Table 21
Revenue and Expense Yardsticks
Revenue Size $500,000 - $1 Million

	All Stations (322)				Profit Only Stations (220)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	737,600	100.0	621,400-	875,900	723,900	100.0	619,400-	865,700
Network Compensation	0	0.0	0-	5,900	0	0.0	0-	4,600
National & Regional Advertisers	115,000	15.6	58,200-	186,900	101,700	14.0	52,400-	176,600
Local Advertisers	622,600	84.4	519,600-	709,800	622,300	86.0	521,900-	708,200
Total Net Revenues	695,400		588,700-	821,200	689,300		589,400-	821,700
Political Advertising Revenue	10,700		5,700-	18,800	11,100		5,500-	18,000
Revenues Other Than Time Sales	4,200		0-	12,400	4,600		0-	11,700
Trade-Outs & Barter	26,000		7,000-	56,400	19,500		3,500-	45,700
Expenses:								
Engineering	36,400	5.7	24,600-	50,400	33,900	5.7	22,400-	42,200
Program & Production	144,100	22.7	111,300-	184,800	138,700	23.5	101,900-	164,000
News	31,800	5.0	16,400-	51,400	28,700	4.9	13,400-	47,200
Sales	144,500	22.7	105,200-	182,800	136,600	23.1	90,600-	167,400
Advertising & Promotion	32,500	5.1	14,800-	56,800	24,500	4.2	12,500-	38,700
General & Administrative	246,800	38.8	185,500-	307,200	228,500	38.7	168,800-	261,600
Total Expenses	636,000	100.0	522,700-	793,300	591,000	100.0	477,800-	655,700
Salaries:								
Engineering	16,100	4.9	8,000-	22,500	14,300	4.4	6,500-	20,700
Program & Production	99,300	30.2	73,400-	127,800	94,600	29.2	67,300-	120,400
News	27,000	8.2	17,300-	40,100	27,200	8.4	16,300-	39,100
Sales	109,500	33.2	85,500-	130,500	110,000	33.9	81,700-	126,900
Advertising & Promotion	6,200	1.9	200-	13,800	6,800	2.1	0-	14,300
General & Administrative	71,200	21.6	53,400-	96,300	71,300	22.0	49,400-	92,300
Total Salaries	329,300	100.0	264,400-	380,800	324,200	100.0	253,900-	365,000
Cost of Outside News Service	7,100		4,800-	10,200	6,800		4,600-	9,900
Music License Fees	18,000		14,300-	22,200	17,900		14,600-	22,000
Rating Services	3,800		0-	10,500	1,900		0-	8,500
Travel & Entertainment	10,900		5,600-	19,400	9,900		5,200-	16,100
Depreciation & Amortization	34,400		23,000-	60,700	28,200		21,100-	46,600
Interest	5,500		0-	39,900	4,400		0-	35,300
Utility Costs	15,300		9,600-	22,400	15,300		9,600-	22,400
Bad Debt Expense	8,000		4,200-	15,600	7,200		3,900-	12,000
Corporate Allocation Charges	0		0-	15,500	0		0-	5,600
Employee Fringe Benefit Costs	28,700		14,000-	46,200	24,700		12,000-	40,600
Station Insurance Costs	5,900		4,100-	8,900	5,900		4,200-	8,700
Pre-Tax Profit	59,400		(31,200)-	141,000	98,300		53,800-	200,100
Profit Margin		8.54%	(4.52%)-	20.52%		14.25%	7.81%-	26.90%
Fulltime Employment	17		14-	21	16		13-	21
Parttime Employment	4		3-	7	4		3-	6

Table 22
Revenue and Expense Yardsticks
Revenue Size $300,000 - $500,000

	All Stations (242)				Profit Only Stations (145)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	403,200	100.0	362,800-	451,200	405,000	100.0	367,300-	443,600
Network Compensation	0	0.0	0-	300	0	0.0	0-	0
National & Regional Advertisers	50,800	12.6	23,500-	85,000	48,600	12.0	23,500-	83,000
Local Advertisers	352,300	87.4	304,000-	399,300	356,400	88.0	304,700-	400,900
Total Net Revenues	394,600		347,600-	434,000	399,400		354,500-	438,100
Political Advertising Revenue	6,100		2,500-	11,300	6,200		2,900-	10,900
Revenues Other Than Time Sales	600		0-	6,200	1,000		0-	7,300
Trade-Outs & Barter	11,400		1,000-	27,400	11,400		700-	24,200
Expenses:								
Engineering	20,100	5.4	11,900-	33,900	18,400	5.5	11,100-	31,700
Program & Production	93,300	25.0	74,200-	113,100	84,400	25.1	66,600-	99,600
News	19,100	5.1	10,000-	30,700	20,600	6.1	10,000-	30,700
Sales	77,600	20.8	58,000-	100,500	71,800	21.3	50,900-	89,400
Advertising & Promotion	10,100	2.7	4,500-	22,900	7,400	2.2	3,900-	14,700
General & Administrative	152,900	41.0	120,200-	199,800	133,800	39.8	103,400-	160,200
Total Expenses	373,000	100.0	310,200-	437,200	336,500	100.0	277,300-	378,100
Salaries:								
Engineering	7,800	4.1	3,400-	14,900	8,100	4.4	4,300-	13,500
Program & Production	59,500	31.4	49,200-	80,400	56,800	30.7	45,700-	72,600
News	14,500	7.7	10,500-	24,200	14,200	7.7	9,900-	20,500
Sales	55,500	29.3	43,800-	72,800	52,500	28.4	42,200-	69,000
Advertising & Promotion	3,900	2.1	2,600-	10,600	5,700	3.1	1,200-	10,900
General & Administrative	48,200	25.4	34,300-	66,700	47,500	25.7	34,100-	60,900
Total Salaries	189,300	100.0	159,700-	223,000	184,800	100.0	157,100-	211,300
Cost of Outside News Service	7,100		4,500-	9,800	7,000		3,700-	9,700
Music License Fees	10,400		8,200-	12,300	10,600		8,600-	12,300
Rating Services	0		0-	1,600	0		0-	500
Travel & Entertainment	5,900		2,500-	10,100	4,800		1,800-	8,700
Depreciation & Amortization	21,200		12,400-	37,700	16,000		9,100-	14,100
Interest	3,600		0-	20,400	2,900		0-	15,000
Utility Costs	9,500		6,100-	14,800	8,600		5,700-	13,100
Bad Debt Expense	4,600		2,100-	7,700	4,200		2,000-	7,000
Corporate Allocation Charges	0		0-	3,400	0		0-	1,600
Employee Fringe Benefit Costs	14,100		5,000-	22,800	11,200		4,000-	21,400
Station Insurance Costs	3,700		2,400-	5,600	3,400		2,300-	4,900
Pre-Tax Profit	21,500		(24,400)-	71,700	62,900		26,500-	93,700
Profit Margin		5.46%	(6.74%)-	17.48%		15.75%	7.78%-	24.90%
Fulltime Employment	12		10-	14	12		9-	13
Parttime Employment	4		2-	6	4		2-	5

Table 23
Revenue and Expense Yardsticks
Revenue Size $150,000 - $300,000

	All Stations (232)				Profit Only Stations (148)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	229,000	100.0	184,200-	268,000	227,000	100.0	182,500-	268,600
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	18,800	8.2	1,500-	38,400	17,700	7.8	0-	36,300
Local Advertisers	210,200	91.8	168,000-	236,400	209,300	92.2	172,300-	237,000
Total Net Revenues	225,900		179,800-	263,600	225,500		180,600-	270,100
Political Advertising Revenue	3,700		1,700-	6,500	3,900		2,000-	6,700
Revenues Other Than Time Sales	0		0-	3,000	0		0-	3,100
Trade-Outs & Barter	4,900		0-	14,000	2,000		0-	10,000
Expenses:								
Engineering	10,000	4.7	6,500-	17,500	10,000	5.1	7,200-	15,800
Program & Production	55,100	25.8	44,200-	77,200	54,000	27.8	38,900-	71,000
News	9,600	4.5	5,600-	18,000	8,700	4.5	4,500-	15,300
Sales	42,100	19.7	30,500-	57,000	38,700	19.9	29,400-	52,800
Advertising & Promotion	4,700	2.2	1,900-	10,200	3,700	1.9	1,800-	7,200
General & Administrative	92,000	43.1	71,200-	132,600	79,500	40.9	57,100-	101,600
Total Expenses	213,500	100.0	166,900-	261,700	194,700	100.0	147,100-	224,500
Salaries:								
Engineering	3,500	3.1	1,200-	8,200	3,100	2.8	1,200-	7,600
Program & Production	37,600	32.8	30,600-	56,600	36,300	33.8	28,500-	52,700
News	9,200	8.1	6,000-	13,900	9,400	8.8	6,000-	12,300
Sales	32,600	28.5	25,300-	44,700	30,700	28.5	22,700-	44,100
Advertising & Promotion	3,100	2.7	500-	6,700	3,700	3.4	500-	10,000
General & Administrative	28,500	24.9	20,600-	42,300	24,400	22.7	18,800-	40,000
Total Salaries	114,500	100.0	86,300-	138,800	107,500	100.0	79,500-	129,700
Cost of Outside News Service	5,800		3,800-	8,200	5,700		3,900-	8,000
Music License Fees	6,000		4,600-	7,500	6,100		4,700-	7,600
Rating Services	0		0-	0	0		0-	0
Travel & Entertainment	4,000		1,500-	7,600	2,700		600-	6,100
Depreciation & Amortization	15,000		8,900-	27,900	12,300		7,400-	23,000
Interest	3,300		0-	17,100	2,300		0-	12,100
Utility Costs	6,200		4,000-	9,400	5,400		3,600-	8,500
Bad Debt Expense	2,300		900-	4,300	1,500		400-	3,400
Corporate Allocation Charges	0		0-	0	0		0-	0
Employee Fringe Benefit Costs	7,800		3,000-	16,000	6,200		2,600-	11,100
Station Insurance Costs	3,000		1,700-	4,700	2,500		1,800-	4,700
Pre-Tax Profit	12,500		(13,500)-	39,900	30,800		15,400-	62,100
Profit Margin		5.52%	(6.60%)-	17.63%		13.67%	6.54%-	28.11%
Fulltime Employment	8		6-	10	8		6-	10
Parttime Employment	4		2-	5	4		2-	5

Table 24
Revenue and Expense Yardsticks
Revenue Size Under $150,000

	All Stations (115)				Profit Only Stations (56)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	113,000	100.0	92,800-	132,100	114,000	100.0	101,700-	129,700
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	7,700	6.8	0-	18,600	7,100	6.2	1,200-	14,900
Local Advertisers	105,300	93.2	2,500-	118,900	106,900	93.8	86,600-	118,100
Total Net Revenues	112,100		90,600-	130,500	113,800		103,600-	129,400
Political Advertising Revenue	2,200		700-	4,100	2,300		500-	4,200
Revenues Other Than Time Sales	0		0-	1,100	0		0-	1,600
Trade-Outs & Barter	1,100		0-	5,000	600		0-	1,900
Expenses:								
Engineering	5,300	4.7	2,500-	11,000	3,000	3.2	1,600-	6,300
Program & Production	30,500	27.3	22,700-	41,300	30,600	32.8	15,600-	36,700
News	4,200	3.8	1,600-	5,700	4,400	4.7	2,500-	5,200
Sales	18,400	16.5	11,100-	28,500	14,200	15.3	7,200-	23,000
Advertising & Promotion	1,900	1.7	800-	5,300	1,500	1.6	800-	2,600
General & Administrative	51,700	46.1	30,200-	78,500	39,600	42.4	21,700-	48,200
Total Expenses	112,100	100.0	84,100-	140,000	93,200	100.0	69,200-	105,400
Salaries:								
Engineering	700	1.2	0-	3,000	100	0.1	0-	1,800
Program & Production	24,700	39.0	16,000-	31,900	22,500	39.4	12,500-	26,300
News	1,600	2.5	100-	5,700	1,400	2.5	0-	6,900
Sales	14,600	23.1	7,000-	21,600	8,700	15.3	1,900-	17,500
Advertising & Promotion	1,000	1.6	0-	4,300	2,000	3.5	0-	4,000
General & Administrative	20,700	32.7	10,900-	27,700	22,400	39.1	8,300-	25,800
Total Salaries	63,400	100.0	45,600-	70,900	57,100	100.0	43,400-	63,300
Cost of Outside News Service	4,500		900-	6,200	4,600		600-	6,400
Music License Fees	3,100		1,800-	3,800	3,100		2,200-	3,800
Rating Services	0		0-	0	0		0	0
Travel & Entertainment	1,900		500-	4,200	2,300		200-	4,500
Depreciation & Amortization	7,200		2,400-	16,200	3,300		0-	7,500
Interest	1,700		0-	10,900	0		0-	1,900
Utility Costs	4,600		2,700-	7,900	3,500		2,100-	7,700
Bad Debt Expense	900		0-	2,000	700		0	2,000
Corporate Allocation Charges	0		0-	0	0		0-	0
Employee Fringe Benefit Costs	4,100		1,600-	7,900	1,800		500-	6,300
Station Insurance Costs	1,600		1,000-	3,200	1,500		1,000-	3,100
Pre-Tax Profit	0		(23,700)-	21,600	20,600		11,500-	34,500
Profit Margin		(0.00%)	(22.10%)-	18.09%		18.09%	9.63%-	35.83%
Fulltime Employment	5		4-	6	5		4-	6
Parttime Employment	3		2-	5	3		2-	4

Table 25
Fulltime AM Stations, Nationwide

	All Stations (347)				Profit Only Stations (208)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	632,800	100.0	367,300-	1,199,500	687,100	100.0	403,900-	1,773,100
Network Compensation	1,400	0.2	0-	18,200	1,200	0.2	0-	18,400
National & Regional Advertisers	88,300	14.0	37,100-	280,700	98,700	14.4	38,200-	451,400
Local Advertisers	543,000	85.8	306,200-	913,700	587,300	85.5	338,600-	1,401,500
Total Net Revenues	605,500		352,000-	1,113,600	680,300		402,500-	1,550,600
Political Advertising Revenue	11,200		5,300-	26,400	13,300		5,600-	36,700
Revenues Other Than Time Sales	1,600		0-	10,700	1,900		0-	11,600
Trade-Outs & Barter	26,400		7,200-	76,600	26,600		6,600-	100,900
Expenses:								
Engineering	33,000	5.8	15,700	69,000	33,000	5.8	15,700-	69,500
Program & Production	125,600	22.0	87,300-	233,300	127,600	22.2	87,300-	262,700
News	44,900	7.9	20,000-	149,600	47,800	8.3	20,500-	159,900
Sales	116,900	20.5	73,600-	229,200	119,800	20.9	73,500-	270,900
Advertising & Promotion	29,100	5.1	9,000-	134,800	29,300	5.1	9,000-	139,300
General & Administrative	220,600	38.7	150,300-	409,900	216,800	37.7	132,800-	430,800
Total Expenses	570,100	100.0	357,100-	1,023,100	574,300	100.0	324,600-	1,084,400
Salaries:								
Engineering	14,600	4.9	7,000-	36,500	14,800	4.8	7,300-	42,500
Program & Production	83,600	28.1	64,500-	169,800	82,900	27.0	61,200-	181,800
News	39,600	13.3	19,800-	118,500	41,400	13.5	20,500-	126,600
Sales	90,100	30.3	52,600-	179,800	98,200	32.0	52,800-	222,700
Advertising & Promotion	10,100	3.4	3,700-	27,600	11,300	3.7	4,400-	35,600
General & Administrative	59,400	20.0	43,000-	111,200	58,400	19.0	42,900-	116,600
Total Salaries	297,500	100.0	183,800-	509,000	306,900	100.0	188,400-	597,600
Cost of Outside News Service	8,300		5,300-	15,500	8,500		5,300-	17,600
Music License Fees	14,200		8,500-	25,600	17,100		10,500-	37,200
Rating Services	2,500		0-	20,200	2,400		0-	23,000
Travel & Entertainment	10,800		4,400-	25,300	10,800		4,000-	28,200
Depreciation & Amortization	36,000		15,300-	68,200	33,000		13,100-	67,700
Interest	1,500		0-	20,200	400		0-	16,900
Utility Costs	12,200		6,800-	22,300	12,200		6,400-	24,700
Bad Debt Expense	7,400		3,300-	18,100	8,000		3,900-	20,900
Corporate Allocation Charges	0		0-	36,200	0		0-	43,000
Employee Fringe Benefit Costs	32,900		10,200-	67,900	34,700		9,500-	67,900
Station Insurance Costs	6,000		3,700-	9,700	6,300		3,700-	10,000
Pre-Tax Profit	35,400		(59,400)-	144,700	106,000		39,200-	346,400
Profit Margin		5.85%	(11.87%)-	18.97%		15.58%	9.10%-	26.19%
Fulltime Employment	17		11-	26	17		12-	26
Parttime Employment	4		2-	7	4		2-	7

Table 26
Fulltime AM Revenue and Expense Yardsticks
Population Size 2.5 Million & Over

	All Stations (30)				Profit Only Stations (20)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	2,654,900	100.0	1,556,200-	8,070,000	5,163,700	100.0	1,809,400-	10,175,200
Network Compensation	109,000	4.1	5,600-	287,500	171,000	3.3	100-	371,000
National & Regional Advertisers	551,900	20.8	225,700-	2,108,600	1,653,100	32.0	313,000-	3,217,100
Local Advertisers	1,993,900	75.1	1,098,700-	4,399,400	3,339,600	64.7	1,464,600-	6,851,600
Total Net Revenues	2,451,700		1,398,500-	6,700,700	4,413,200		1,612,100-	8,436,200
Political Advertising Revenue	46,700		3,400-	134,200	80,000		2,700-	167,700
Revenues Other Than Time Sales	0		0-	8,100	0		0-	9,100
Trade-Outs & Barter	163,500		70,700-	533,100	205,700		45,400-	611,900
Expenses:								
Engineering	152,800	6.7	56,700-	387,100	209,700	6.5	44,400-	444,700
Program & Production	289,700	12.7	204,400-	959,300	307,000	9.6	133,400-	1,149,000
News	351,800	15.5	160,100-	708,600	439,600	13.7	125,000-	767,000
Sales	502,300	22.1	156,200-	678,800	610,900	19.0	95,500-	873,100
Advertising & Promotion	236,200	10.4	92,800-	776,900	383,900	12.0	92,800-	1,152,100
General & Administrative	744,000	32.7	430,500-	1,351,700	1,255,800	39.2	430,500-	1,364,400
Total Expenses	2,276,800	100.0	1,157,700-	4,909,700	3,206,800	100.0	1,050,500-	6,661,000
Salaries:								
Engineering	100,600	9.2	36,100-	239,400	147,100	11.0	35,700-	286,300
Program & Production	234,700	21.4	147,800-	634,900	198,800	14.9	107,600-	802,000
News	240,700	22.0	139,800-	551,500	389,300	29.1	151,300-	749,900
Sales	295,200	27.0	171,600-	502,500	374,500	28.0	187,400-	682,400
Advertising & Promotion	34,900	3.2	19,000-	51,500	32,800	2.5	19,000-	49,000
General & Administrative	188,200	17.2	126,100-	277,600	195,600	14.6	142,800-	334,900
Total Salaries	1,094,400	100.0	474,100-	2,210,400	1,338,100	100.0	528,500-	2,709,000
Cost of Outside News Service	35,700		18,900-	66,200	46,400		18,200-	95,100
Music License Fees	40,500		18,500-	94,300	56,700		17,600-	172,200
Rating Services	40,300		1,500-	71,300	42,200		400-	83,500
Travel & Entertainment	32,700		15,200-	86,100	36,800		10,600-	116,400
Depreciation & Amortization	124,900		44,800-	218,200	128,300		44,800-	221,000
Interest	0		0-	7,200	500		0-	44,400
Utility Costs	39,500		17,000-	102,600	35,500		13,000-	114,400
Bad Debt Expense	18,300		7,900-	50,000	23,000		7,900-	50,000
Corporate Allocation Charges	134,100		0-	195,400	138,800		0-	201,800
Employee Fringe Benefit Costs	113,700		56,800-	326,000	182,800		56,900-	331,100
Station Insurance Costs	13,700		8,400-	32,600	14,300		6,800-	57,300
Pre-Tax Profit	174,900		(177,000)-	1,388,000	1,206,400		247,800-	2,733,800
Profit Margin		7.13%	(18.75%)-	33.78%		27.34%	6.77%-	39.73%
Fulltime Employment	36		27-	59	47		23-	64
Parttime Employment	7		3-	11	7		3-	13

Table 27
Fulltime AM Revenue and Expense Yardsticks
Population Size 1 - 2.5 Million

	All Stations (48)				Profit Only Stations (27)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	2,051,900	100.0	702,000-	3,971,300	3,714,000	100.0	1,608,600-	5,267,200
Network Compensation	53,400	2.6	2,900-	96,000	84,600	2.3	17,100-	124,000
National & Regional Advertisers	559,000	27.2	108,000-	1,060,300	1,072,200	28.9	242,900-	1,276,500
Local Advertisers	1,439,500	70.2	597,200-	2,799,800	2,557,200	68.9	1,336,600-	3,739,800
Total Net Revenues	1,856,600		643,100-	3,336,100	3,254,800		1,393,300-	4,417,900
Political Advertising Revenue	35,000		12,800-	48,300	37,000		16,200-	48,800
Revenues Other Than Time Sales	1,900		0-	15,200	6,200		0-	17,000
Trade-Outs & Barter	95,400		35,200-	244,600	174,500		46,600-	274,700
Expenses:								
Engineering	105,600	6.2	46,000-	176,500	154,300	6.3	54,900-	184,300
Program & Production	395,600	23.3	157,400-	607,600	612,300	24.9	210,300-	717,100
News	173,700	10.2	69,700-	353,100	225,300	9.1	60,400-	340,000
Sales	334,300	19.7	161,800-	523,200	550,800	22.4	188,700-	589,600
Advertising & Promotion	207,000	12.2	90,200-	317,900	298,800	12.1	125,200-	414,500
General & Administrative	484,500	28.5	286,900-	760,200	622,200	25.3	314,300-	805,700
Total Expenses	1,700,700	100.0	641,700-	2,505,900	2,463,700	100.0	837,000-	3,494,500
Salaries:								
Engineering	42,500	5.3	26,200-	124,700	70,400	6.4	28,000-	128,200
Program & Production	255,000	31.7	108,800-	377,500	362,800	33.1	170,700-	447,100
News	140,800	17.5	99,900-	273,400	159,900	14.6	118,200-	295,200
Sales	237,800	29.5	135,500-	329,700	318,100	29.0	251,800-	379,300
Advertising & Promotion	19,100	2.4	12,700-	40,100	31,100	2.8	12,700-	46,900
General & Administrative	110,300	13.7	86,900-	152,900	155,400	14.2	86,900-	171,900
Total Salaries	805,500	100.0	318,500-	1,117,100	1,097,800	100.0	565,400-	1,333,400
Cost of Outside News Service	19,000		7,700-	28,100	20,300		7,700-	32,100
Music License Fees	30,800		10,900-	73,900	70,300		17,000-	113,200
Rating Services	26,900		12,100-	40,100	36,200		21,800-	50,000
Travel & Entertainment	29,900		16,400-	57,000	47,700		22,600-	61,400
Depreciation & Amortization	73,700		52,600-	118,500	89,200		52,600-	108,300
Interest	0		0-	3,100	0		0-	0
Utility Costs	23,300		9,700-	45,300	26,500		8,900-	44,700
Bad Debt Expense	20,800		13,200-	37,100	23,000		13,800-	38,000
Corporate Allocation Charges	14,200		0-	63,500	32,800		0-	66,000
Employee Fringe Benefit Costs	105,500		19,300-	181,600	118,500		14,100-	209,800
Station Insurance Costs	9,900		6,800-	17,100	10,100		5,900-	17,600
Pre-Tax Profit	155,900		(186,200)-	848,300	791,100		289,000-	1,158,800
Profit Margin		8.40%	(22.63%)-	25.63%		24.31%	15.53%-	33.82%
Fulltime Employment	33		16-	42	37		28-	46
Parttime Employment	6		3-	8	6		3-	9

Table 28
Fulltime AM Revenue and Expense Yardsticks
Population Size 500,000 - 1 Million

	All Stations (57)				Profit Only Stations (30)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	865,200	100.0	571,200-	1,893,000	1,695,500	100.0	630,300-	2,894,000
Network Compensation	16,000	1.9	2,000-	34,500	28,800	1.7	400-	40,000
National & Regional Advertisers	189,900	21.9	53,500-	391,200	442,100	26.1	50,200-	767,500
Local Advertisers	659,300	76.2	443,500-	1,443,200	1,224,600	72.2	614,300-	2,132,700
Total Net Revenue:	799,000		525,300-	1,604,200	1,411,000		619,400-	2,482,900
Political Advertising Revenue	12,300		6,500-	45,500	31,700		9,600-	56,900
Revenues Other Than Time Sales	3,100		0-	10,700	3,100		0-	10,700
Trade-Outs & Barter	47,500		20,700-	75,900	57,400		25,400-	116,400
Expenses:								
Engineering	41,300	5.2	25,400-	100,100	73,200	6.3	23,500-	126,000
Program & Production	181,000	22.8	127,800-	355,400	262,500	22.6	170,300-	426,900
News	73,700	9.3	38,000-	173,200	131,900	11.4	37,200-	188,600
Sales	159,200	20.1	112,300-	311,700	259,500	22.4	99,100-	410,900
Advertising & Promotion	57,500	7.2	26,700-	142,100	70,100	6.0	16,500-	156,700
General & Administrative	280,700	35.4	227,300-	439,700	363,500	31.3	214,500-	581,400
Total Expenses	793,300	100.0	584,300-	1,605,200	1,160,700	100.0	510,300-	1,939,800
Salaries:								
Engineering	21,200	5.9	10,800-	58,900	44,800	7.2	14,700-	87,000
Program & Production	112,500	31.3	100,000-	184,600	181,900	29.4	106,500-	231,300
News	51,300	14.3	37,400-	122,100	91,800	14.8	35,300-	140,000
Sales	97,600	27.2	75,500-	231,500	188,300	30.4	81,600-	283,700
Advertising & Promotion	11,300	3.1	3,300-	31,500	16,600	2.7	14,100-	50,300
General & Administrative	65,500	18.2	60,400-	122,200	95,000	15.4	62,700-	159,300
Total Salaries	359,400	100.0	287,300-	717,100	618,400	100.0	278,800-	886,700
Cost of Outside News Service	9,200		5,400-	17,500	11,600		5,800-	19,800
Music License Fees	21,100		9,100-	39,600	31,900		13,100-	64,000
Rating Services	15,500		100-	33,800	25,200		0-	35,600
Travel & Entertainment	16,000		6,300-	26,200	18,200		6,300-	37,000
Depreciation & Amortization	45,000		30,100-	73,700	38,800		20,000-	79,400
Interest	1,900		0-	21,400	400		0-	16,400
Utility Costs	14,300		7,200-	31,200	18,800		10,300-	39,500
Bad Debt Expense	15,300		7,200-	24,500	21,700		8,100-	32,200
Corporate Allocation Charges	21,300		0-	71,400	3,500		0-	85,200
Employee Fringe Benefit Costs	46,600		14,500-	110,800	47,000		17,600-	142,100
Station Insurance Costs	6,600		4,500-	9,600	7,300		4,800-	15,000
Pre-Tax Profit	5,700		(113,500)-	265,300	250,300		59,300-	527,000
Profit Margin		0.71%	(20.18%)-	19.68%		17.74%	8.58%-	25.17%
Fulltime Employment	22		17-	30	26		17-	34
Parttime Employment	4		2-	7	5		2-	8

Table 29
Fulltime AM Revenue and Expense Yardsticks
Population Size 250,000 - 500,000

	All Stations (51)				Profit Only Stations (30)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	663,700	100.0	418,100-	946,400	837,300	100.0	576,100-	1,183,600
Network Compensation	4,400	0.7	0-	9,700	3,000	0.4	0	8,300
National & Regional Advertisers	111,500	16.8	51,500-	197,800	165,900	19.8	71,600-	269,500
Local Advertisers	547,800	82.5	335,400-	777,300	668,500	79.8	365,100-	928,800
Total Net Revenues	643,700		414,200-	966,500	787,300		594,000-	1,102,200
Political Advertising Revenue	10,800		3,600-	18,000	11,700		4,500-	18,000
Revenues Other Than Time Sales	1,500		0-	10,400	2,900		0-	11,000
Trade-Outs & Barter	25,400		3,300-	102,800	31,600		4,600-	113,600
Expenses:								
Engineering	32,300	5.4	23,600-	51,400	35,900	5.3	21,400-	51,100
Program & Production	140,900	23.7	98,800-	218,900	163,600	24.2	102,200-	223,000
News	42,700	7.2	31,400-	82,000	47,100	7.0	26,800-	85,700
Sales	137,100	23.1	94,500-	223,700	159,000	23.5	89,300-	251,500
Advertising & Promotion	32,500	5.5	19,800-	53,100	36,900	5.5	17,000-	78,600
General & Administrative	208,600	35.1	144,900-	269,100	234,000	34.6	133,000-	312,300
Total Expenses	594,100	100.0	450,100-	796,000	676,400	100.0	448,400-	853,600
Salaries:								
Engineering	16,600	5.3	10,200-	21,600	17,200	4.4	6,900-	21,300
Program & Production	99,300	31.7	68,500-	133,100	127,500	32.5	69,300-	133,100
News	33,200	10.6	23,900-	56,800	42,700	10.9	19,400-	60,100
Sales	100,900	32.2	72,600-	127,100	137,700	35.1	85,200-	133,400
Advertising & Promotion	3,900	1.3	0-	9,100	4,800	1.2	0-	9,200
General & Administrative	59,600	19.0	35,300-	75,800	62,900	16.0	35,300-	74,400
Total Salaries	313,400	100.0	239,500-	388,900	392,800	100.0	234,700-	400,200
Cost of Outside News Service	7,400		5,300-	10,600	7,800		6,000-	10,900
Music License Fees	15,700		9,700-	24,500	20,000		12,600-	27,300
Rating Services	7,400		2,300-	12,400	7,900		2,700-	13,500
Travel & Entertainment	11,100		4,700-	19,600	11,900		6,800-	20,000
Depreciation & Amortization	27,900		16,700-	54,200	30,000		18,400-	56,300
Interest	1,500		0-	22,900	1,000		0-	28,400
Utility Costs	12,200		7,600-	19,100	10,900		7,800-	16,500
Bad Debt Expense	8,300		3,200-	16,600	8,400		4,200-	16,500
Corporate Allocation Charges	0		0-	33,700	0		0-	29,300
Employee Fringe Benefit Costs	25,900		14,400-	46,900	24,200		6,100-	47,500
Station Insurance Costs	5,700		4,000-	8,100	5,700		4,300-	8,700
Pre-Tax Profit	49,600		(107,900)-	133,400	110,900		47,500-	260,600
Profit Margin		7.71%	(20.20%)-	18.49%		14.09%	8.96%-	30.61%
Fulltime Employment	18		12-	22	18		12-	23
Parttime Employment	3		2-	6	4		2-	6

Table 30
Fulltime AM Revenue and Expense Yardsticks
Population Size 100,000 - 250,000

	All Stations (54)				Profit Only Stations (34)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	592,200	100.0	368,500-	806,100	636,700	100.0	408,900-	908,400
Network Compensation	100	0.0	0-	3,000	100	0.0	0-	3,200
National & Regional Advertisers	82,700	14.0	43,100-	144,300	63,300	9.9	34,600-	149,600
Local Advertisers	509,400	86.0	302,100-	684,800	573,300	90.0	306,000-	727,700
Total Net Revenues	563,400		352,800-	752,700	609,500		364,200-	871,300
Political Advertising Revenue	10,000		6,300-	18,100	10,200		5,600-	18,400
Revenues Other Than Time Sales	3,400		100-	13,200	1,900		0-	11,300
Trade-Outs & Barter	15,500		2,900-	44,700	15,500		1,900-	42,800
Expenses:								
Engineering	31,400	5.9	12,000-	45,800	33,800	6.5	14,800-	45,000
Program & Production	113,600	21.4	83,000-	168,600	109,400	20.9	71,600-	158,700
News	28,000	5.3	15,600-	66,000	28,800	5.5	15,400-	61,500
Sales	123,300	23.2	54,900-	150,500	129,100	24.6	52,800-	163,000
Advertising & Promotion	14,000	2.6	7,600-	39,200	13,200	2.5	7,900-	22,200
General & Administrative	220,100	41.5	131,200-	281,400	210,100	40.1	130,200-	275,900
Total Expenses	530,300	100.0	325,400-	718,700	524,400	100.0	289,600-	662,200
Salaries:								
Engineering	13,800	4.9	6,800-	22,600	14,100	4.9	6,300-	24,400
Program & Production	81,100	29.0	64,800-	135,200	80,200	28.1	54,700-	117,900
News	33,600	12.0	14,600-	56,800	32,600	11.4	14,600-	51,000
Sales	82,400	29.5	42,100-	122,200	95,100	33.4	43,400-	126,400
Advertising & Promotion	11,200	4.0	4,700-	14,800	11,700	4.1	7,200-	15,400
General & Administrative	57,700	20.6	42,800-	72,000	51,500	18.1	42,400-	66,600
Total Salaries	279,800	100.0	180,700-	383,500	285,200	100.0	186,400-	379,600
Cost of Outside News Service	6,700		4,200-	10,200	6,600		4,600-	10,300
Music License Fees	15,000		9,500-	18,800	17,100		10,700-	20,400
Rating Services	1,600		0-	6,000	1,500		0-	5,200
Travel & Entertainment	10,200		4,100-	15,500	7,200		1,900-	14,500
Depreciation & Amortization	30,500		13,400-	51,600	27,600		12,800-	52,700
Interest	3,700		0-	37,100	2,700		0	34,400
Utility Costs	11,100		6,400-	16,300	13,000		6,100-	17,200
Bad Debt Expense	5,600		3,000-	7,800	5,700		2,800-	8,100
Corporate Allocation Charges	0		0-	19,000	200		0-	38,700
Employee Fringe Benefit Costs	21,400		7,800-	51,300	21,200		7,700-	44,300
Station Insurance Costs	5,700		3,600-	8,800	6,100		3,300-	9,400
Pre-Tax Profit	33,100		(26,000)-	113,800	85,200		25,700-	144,000
Profit Margin		5.88%	(5.08%)-	18.94%		13.97%	8.10%-	22.99%
Fulltime Employment	16		12-	21	16		11-	18
Parttime Employment	5		2-	6	4		2-	6

Table 31
Fulltime AM Revenue and Expense Yardsticks
Population Size 25,000 - 100,000

	All Stations (35)				Profit Only Stations (18)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	506,100	100.0	409,300-	686,400	603,100	100.0	462,400-	802,100
Network Compensation	0	0.0	0-	1,200	100	0.0	0-	3,000
National & Regional Advertisers	57,400	11.3	34,800-	115,800	74,600	12.4	36,200-	132,700
Local Advertisers	448,700	88.7	370,200-	609,200	528,300	87.6	383,600-	673,300
Total Net Revenues	506,300		404,100-	693,900	593,300		465,700-	758,000
Political Advertising Revenue	11,500		4,800-	16,500	12,000		7,100-	23,000
Revenues Other Than Time Sales	2,100		0-	8,800	4,600		400-	7,900
Trade-Outs & Barter	18,700		9,900-	32,600	18,100		4,400-	30,300
Expenses:								
Engineering	28,400	5.8	14,800-	37,300	30,800	5.8	17,300-	36,700
Program & Production	115,700	23.5	86,200-	143,700	118,700	22.5	79,700-	145,800
News	35,400	7.2	20,600-	50,700	48,100	9.1	21,600-	55,100
Sales	81,100	16.5	65,600-	125,200	101,600	19.2	81,300-	131,400
Advertising & Promotion	14,300	2.9	8,400-	34,100	18,000	3.4	9,500-	32,000
General & Administrative	217,800	44.2	160,300-	275,800	210,600	39.9	109,900-	275,700
Total Expenses	492,700	100.0	414,000-	642,100	527,800	100.0	353,600-	642,100
Salaries:								
Engineering	10,400	3.8	2,500-	17,500	10,600	3.7	2,500-	16,400
Program & Production	88,000	32.4	67,200-	106,200	79,600	27.7	56,900-	100,200
News	31,600	11.7	17,500-	39,000	37,400	13.0	22,900-	44,600
Sales	77,200	28.5	51,000-	104,200	96,500	33.5	48,600-	113,600
Advertising & Promotion	1,600	0.6	0-	2,600	0	0.0	0-	1,400
General & Administrative	62,400	23.0	45,100-	87,400	63,600	22.1	45,800-	83,200
Total Salaries	271,300	100.0	208,600-	334,100	287,700	100.0	201,400-	344,500
Cost of Outside News Service	7,300		5,300-	9,800	6,400		4,600-	9,200
Music License Fees	13,200		10,100-	17,300	15,400		12,300-	20,000
Rating Services	0		0-	900	0		0-	2,300
Travel & Entertainment	9,000		4,100-	13,100	9,600		3,800-	15,500
Depreciation & Amortization	23,500		13,000-	54,600	22,700		12,300-	50,800
Interest	2,100		0-	26,100	400		0-	19,800
Utility Costs	10,500		8,300-	15,800	10,300		5,300-	15,100
Bad Debt Expense	4,700		3,200-	8,100	5,100		3,500-	9,700
Corporate Allocation Charges	0		0-	1,400	0		0-	5,700
Employee Fringe Benefit Costs	25,900		13,100-	39,800	14,200		8,800-	49,200
Station Insurance Costs	4,800		2,400-	7,700	4,600		2,800-	8,900
Pre-Tax Profit	13,700		(49,900)-	66,200	65,500		40,800-	132,300
Profit Margin		2.70%	(8.00%)-	11.54%		11.04%	9.43%	21.98%
Fulltime Employment	15		11-	18	15		12-	18
Parttime Employment	6		3-	7	4		3-	7

Table 32
Fulltime AM Revenue and Expense Yardsticks
Population Size Under 25,000

	All Stations (72)				Profit Only Stations (49)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	296,200	100.0	216,300-	425,800	299,000	100.0	223,900-	444,700
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	33,600	11.3	16,900-	61,700	33,900	11.3	21,300-	63,700
Local Advertisers	262,600	88.7	183,700-	368,300	265,100	88.7	198,100-	399,800
Total Net Revenues	284,100		203,400-	416,400	285,300		222,200-	440,200
Political Advertising Revenue	5,600		3,500-	9,700	6,800		4,100-	11,700
Revenues Other Than Time Sales	500		0-	3,700	1,100		0-	6,200
Trade-Outs & Barter	3,600		0-	21,200	6,200		800-	21,500
Expenses:								
Engineering	11,700	4.5	6,400-	25,100	11,900	4.9	9,200-	33,400
Program & Production	66,200	25.2	62,300-	103,100	64,600	26.4	65,900-	106,700
News	13,300	5.1	10,600-	25,500	17,300	7.1	12,200-	32,100
Sales	55,500	21.2	40,400-	98,500	53,500	21.9	42,100-	99,400
Advertising & Promotion	6,100	2.3	2,500-	10,900	5,900	2.4	4,700-	12,000
General & Administrative	109,600	41.8	84,700-	166,500	91,500	37.4	83,800-	163,000
Total Expenses	262,400	100.0	184,100-	368,900	244,700	100.0	188,900-	368,400
Salaries:								
Engineering	4,800	3.2	1,300-	11,600	6,000	4.1	1,800-	13,500
Program & Production	46,000	31.2	46,200-	67,200	45,000	30.6	47,600-	67,800
News	14,800	10.1	10,200-	23,700	14,900	10.2	11,400-	24,800
Sales	41,600	28.2	29,900-	80,200	39,800	27.1	35,700-	82,000
Advertising & Promotion	4,200	2.9	3,300-	7,900	3,700	2.5	2,600-	8,700
General & Administrative	36,000	24.4	25,300-	59,700	37,600	25.6	29,600-	59,800
Total Salaries	147,400	100.0	94,700-	198,400	147,000	100.0	103,600-	207,700
Cost of Outside News Service	7,200		4,800-	10,300	7,800		4,800-	10,900
Music License Fees	7,500		5,100-	11,600	9,700		5,600-	13,300
Rating Services	0		0-	0	0		0-	0
Travel & Entertainment	4,700		1,800-	7,300	3,500		1,700-	6,900
Depreciation & Amortization	14,800		9,400-	32,500	14,900		8,200-	26,200
Interest	4,600		0-	17,000	1,700		0-	14,900
Utility Costs	6,600		3,900-	11,100	6,500		3,900-	12,000
Bad Debt Expense	2,500		900-	4,600	4,000		1,300-	5,100
Corporate Allocation Charges	0		0-	0	0		0-	0
Employee Fringe Benefit Costs	12,300		3,100-	22,000	17,300		3,400-	28,500
Station Insurance Costs	4,100		2,200-	5,600	4,300		2,200-	5,400
Pre-Tax Profit	21,600		(6,000)-	67,600	40,700		18,500-	76,100
Profit Margin		7.62%	(2.37%)-	16.11%		14.26%	6.49%-	19.75%
Fulltime Employment	10		7-	13	10		8-	14
Parttime Employment	3		2-	5	3		2-	5

Table 33
Fulltime AM Revenue and Expense Yardsticks
Revenue Size $5 Million & Over

	All Stations (11)				Profit Only Stations (11)		
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)
Total Time Sales:	10,197,100	100.0	9,811,800-	13,433,500	**Same As All Stations**		
Network Compensation	275,200	2.7	113,300-	541,100			
National & Regional Advertisers	3,117,600	30.6	2,349,600-	3,574,600			
Local Advertisers	6,804,300	66.7	5,561,400-	10,292,100			
Total Net Revenues	8,437,300		8,334,100-	11,466,800			
Political Advertising Revenue	152,100		102,400-	332,000			
Revenues Other Than Time Sales	0		0-	14,800			
Trade-Outs & Barter	595,700		235,600-	839,700			
Expenses:							
Engineering	434,600	7.8	242,800-	636,300			
Program & Production	1,308,100	23.4	707,300-	3,407,100			
News	698,700	12.5	408,300-	1,896,700			
Sales	945,500	16.9	562,200-	1,367,300			
Advertising & Promotion	922,000	16.5	381,100-	1,404,400			
General & Administrative	1,274,800	22.8	832,600-	1,789,200			
Total Expenses	5,583,700	100.0	4,523,100-	7,871,200			
Salaries:							
Engineering	231,800	10.3	126,900-	474,300			
Program & Production	678,600	30.2	463,600-	1,124,400			
News	467,100	20.8	256,200-	850,600			
Sales	601,400	26.8	419,700-	847,200			
Advertising & Promotion	38,100	1.7	35,700-	52,300			
General & Administrative	229,700	10.2	182,500-	371,300			
Total Salaries	2,246,800	100.0	1,957,300-	3,357,700			
Cost of Outside News Service	68,100		44,900-	122,500			
Music License Fees	176,200		69,900-	247,100			
Rating Services	81,300		68,400-	126,000			
Travel & Entertainment	117,400		47,000-	189,700			
Depreciation & Amortization	197,500		132,200-	330,600			
Interest	0		0-	2,600			
Utility Costs	59,800		39,500-	131,600			
Bad Debt Expense	24,200		12,800-	111,400			
Corporate Allocation Charges	292,900		140,100-	594,100			
Employee Fringe Benefit Costs	329,000		219,500-	387,100			
Station Insurance Costs	37,500		10,200-	58,600			
Pre-Tax Profit	2,853,600		2,037,100-	4,517,400			
Profit Margin		33.82%	27.25%-	41.50%			
Fulltime Employment	62		57-	68			
Parttime Employment	9		4-	14			

Table 34
Fulltime AM Revenue and Expense Yardsticks
Revenue Size $3 Million - $5 Million

	All Stations (19)				Profit Only Stations (18)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	4,266,300	100.0	3,919,400-	5,333,000	4,299,300	100.0	3,922,100-	5,357,300
Network Compensation	79,700	1.9	51,600-	205,900	77,900	1.8	48,700-	182,200
National & Regional Advertisers	1,040,700	24.4	925,400-	1,440,500	1,061,200	24.7	941,300-	1,447,900
Local Advertisers	3,145,900	73.7	2,896,700-	3,739,800	3,160,200	73.5	2,928,600-	3,790,300
Total Net Revenues	3,592,900		3,396,200-	4,468,300	3,666,000		3,415,400-	4,482,800
Political Advertising Revenue	47,900		16,600-	76,300	47,900		16,200-	79,000
Revenues Other Than Time Sales	1,800		0-	39,300	1,900		0-	50,500
Trade-Outs & Barter	235,600		99,100-	357,900	220,300		89,100-	318,600
Expenses:								
Engineering	185,100	6.7	106,900-	320,700	180,600	6.4	105,100-	295,300
Program & Production	655,600	23.7	515,600-	859,500	672,500	23.9	511,300-	830,800
News	259,700	9.4	169,800-	494,400	265,000	9.4	161,700-	427,800
Sales	573,100	20.7	445,100-	709,400	588,700	20.9	414,000-	714,600
Advertising & Promotion	360,900	13.0	179,300-	581,200	360,900	12.8	156,900-	532,800
General & Administrative	731,400	26.4	518,800-	1,157,700	747,700	26.6	516,200-	1,126,300
Total Expenses	2,765,800	100.0	2,373,900-	4,123,000	2,815,300	100.0	2,363,300-	3,801,300
Salaries:								
Engineering	144,000	11.1	55,300-	185,900	134,600	10.9	50,200-	178,500
Program & Production	431,900	33.4	344,100-	480,200	408,400	33.0	342,300-	464,700
News	185,100	14.3	145,600-	346,000	178,700	14.5	143,900-	343,600
Sales	308,500	23.9	295,500-	424,200	300,300	24.3	295,200-	400,600
Advertising & Promotion	38,500	3.0	12,700-	52,700	38,100	3.1	12,700-	50,400
General & Administrative	183,800	14.2	139,600-	223,700	175,700	14.2	134,000-	229,800
Total Salaries	1,291,800	100.0	1,087,400-	1,659,300	1,235,900	100.0	1,072,600-	1,640,000
Cost of Outside News Service	25,500		16,600-	57,500	25,500		16,100-	51,400
Music License Fees	99,300		68,100-	113,200	99,600		73,300-	114,200
Rating Services	42,000		29,800-	53,700	39,200		27,800-	49,800
Travel & Entertainment	49,200		28,100-	90,700	50,900		27,100-	95,300
Depreciation & Amortization	104,900		65,200-	149,200	97,000		64,100-	130,400
Interest	0		0-	0	0		0-	0
Utility Costs	29,100		11,800-	43,200	27,800		10,300-	39,300
Bad Debt Expense	37,100		22,500-	47,400	37,600		24,300-	48,100
Corporate Allocation Charges	66,000		7,100-	237,700	65,000		3,600-	215,100
Employee Fringe Benefit Costs	175,600		128,600-	309,000	173,900		123,500-	283,000
Station Insurance Costs	17,800		13,200-	31,800	17,400		12,800-	29,400
Pre-Tax Profit	827,100		355,700-	1,125,100	850,700		359,600-	1,127,600
Profit Margin		23.02%	7.86%-	31.09%		23.21%	10.06%-	31.25%
Fulltime Employment	45		39-	48	44		39-	48
Parttime Employment	7		5-	13	7		5-	13

Table 35
Fulltime AM Revenue and Expense Yardsticks
Revenue Size $2 Million - $3 Million

	All Stations (22)				Profit Only Stations (15)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	2,729,000	100.0	2,504,300-	2,998,300	2,900,400	100.0	2,702,100-	3,092,800
Network Compensation	85,900	3.1	23,200-	142,200	71,000	2.4	23,000-	136,600
National & Regional Advertisers	563,300	20.6	433,700-	767,500	611,900	21.1	485,800-	942,300
Local Advertisers	2,079,900	76.2	1,873,200-	2,250,600	2,217,600	76.5	1,939,100-	2,273,800
Total Net Revenues	2,437,400		2,161,000-	2,647,700	2,481,500		2,260,000-	2,681,700
Political Advertising Revenue	44,700		35,800-	55,400	44,700		35,800-	55,400
Revenues Other Than Time Sales	6,900		600-	20,400	11,900		2,000-	22,100
Trade-Outs & Barter	149,500		54,400-	262,000	149,500		50,400-	262,000
Expenses:								
Engineering	128,100	6.2	67,900-	173,300	109,000	5.6	55,500-	157,800
Program & Production	435,000	21.2	355,400-	524,900	432,500	22.1	291,000-	487,200
News	178,500	8.7	152,700-	262,700	167,300	8.5	124,000-	257,900
Sales	398,600	19.4	294,800-	508,200	370,400	18.9	277,100-	501,900
Advertising & Promotion	222,200	10.8	136,800-	381,900	217,000	11.1	129,800-	350,000
General & Administrative	688,100	33.6	545,900-	805,700	665,300	33.9	514,400-	785,800
Total Expenses	2,050,500	100.0	1,801,600-	2,563,600	1,961,400	100.0	1,786,400-	2,088,500
Salaries:								
Engineering	61,500	6.7	53,600-	85,700	62,200	6.8	50,300-	79,000
Program & Production	275,400	29.8	192,900-	344,100	242,100	26.5	189,500-	323,000
News	133,100	14.4	126,600-	191,000	136,400	14.9	122,100-	151,300
Sales	285,400	30.9	244,500-	365,400	299,500	32.8	229,000-	322,500
Advertising & Promotion	18,400	2.0	14,000-	29,000	18,200	2.0	14,400-	26,500
General & Administrative	150,000	16.2	135,500-	219,200	154,400	16.9	121,000-	198,500
Total Salaries	923,600	100.0	855,600-	1,136,300	912,900	100.0	816,900-	982,200
Cost of Outside News Service	26,200		14,900-	32,900	26,000		12,000-	32,600
Music License Fees	54,000		21,700-	70,400	62,500		53,400-	70,900
Rating Services	35,300		26,900-	40,300	35,000		22,900-	38,800
Travel & Entertainment	38,000		22,700-	61,200	38,300		20,700-	59,200
Depreciation & Amortization	83,800		60,900-	128,300	81,600		56,200-	111,500
Interest	0		0-	6,500	400		0-	24,900
Utility Costs	52,500		30,800-	84,700	49,900		30,400-	91,100
Bad Debt Expense	24,000		15,600-	55,000	24,000		19,100-	50,500
Corporate Allocation Charges	34,500		0-	163,800	44,700		0-	168,700
Employee Fringe Benefit Costs	105,500		76,000-	225,800	132,200		80,900-	233,800
Station Insurance Costs	9,500		6,300-	15,500	9,000		6,300-	14,800
Pre-Tax Profit	386,900		(336,900)-	570,400	520,000		401,800-	647,000
Profit Margin		15.87%	(16.69%)-	22.67%		20.96%	15.53%-	26.42%
Fulltime Employment	34		29-	41	34		29-	40
Parttime Employment	4		3-	8	3		3-	8

Table 36
Fulltime AM Revenue and Expense Yardsticks
Revenue Size $1 Million - $2 Million

	All Stations (44)				Profit Only Stations (27)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	1,444,200	100.0	1,213,600-	1,775,500	1,345,200	100.0	1,199,500-	1,911,400
Network Compensation	18,500	1.3	2,600-	43,400	6,800	0.5	0-	34,500
National & Regional Advertisers	355,800	24.6	208,300-	552,400	333,000	24.8	212,300-	594,700
Local Advertisers	1,069,900	74.1	899,900-	1,401,500	1,005,400	74.7	913,700-	1,448,900
Total Net Revenues	1,368,600		1,116,700-	1,550,600	1,371,000		1,115,600-	1,689,700
Political Advertising Revenue	22,000		9,500-	47,800	20,000		10,200-	40,700
Revenues Other Than Time Sales	4,000		0-	13,500	2,800		0-	20,300
Trade-Outs & Barter	69,100		23,600-	113,800	38,500		15,000-	83,300
Expenses:								
Engineering	88,300	7.1	46,800-	135,000	71,700	6.7	39,100-	105,100
Program & Production	243,100	19.7	196,200-	329,100	243,800	22.7	174,500-	285,500
News	139,900	11.3	67,600-	194,600	90,300	8.4	39,300-	147,200
Sales	276,900	22.4	188,000-	328,700	245,800	22.9	164,400-	314,200
Advertising & Promotion	111,400	9.0	37,400-	184,100	53,400	5.0	22,100-	118,200
General & Administrative	376,100	30.4	303,700-	475,300	369,400	34.4	278,200-	428,000
Total Expenses	1,235,600	100.0	975,200-	1,548,300	1,074,500	100.0	955,700-	1,211,300
Salaries:								
Engineering	38,500	6.6	25,700-	79,000	37,800	6.7	22,200-	65,200
Program & Production	169,000	28.8	116,100-	229,900	164,900	29.3	109,800-	208,800
News	89,900	15.3	58,500-	152,400	68,100	12.1	40,700-	100,400
Sales	179,300	30.6	153,200-	233,500	198,700	35.3	134,200-	248,200
Advertising & Promotion	9,100	1.6	5,100-	13,800	7,300	1.3	1,100-	10,500
General & Administrative	100,500	17.1	71,000-	120,400	85,600	15.2	56,200-	117,400
Total Salaries	586,300	100.0	472,300-	736,300	562,400	100.0	397,700-	631,700
Cost of Outside News Service	16,600		9,000-	24,600	12,200		8,100-	22,400
Music License Fees	32,300		25,700-	40,600	32,900		29,800-	41,800
Rating Services	21,900		7,000-	33,500	14,000		5,500-	25,900
Travel & Entertainment	23,300		11,700-	30,000	15,100		8,900-	29,300
Depreciation & Amortization	61,300		26,800-	100,400	43,400		21,700-	84,000
Interest	0		0-	19,400	0		0-	12,700
Utility Costs	16,300		12,000-	32,700	14,900		12,000-	22,700
Bad Debt Expense	15,400		7,000-	26,100	11,500		5,700-	22,100
Corporate Allocation Charges	33,000		100-	102,800	32,700		100-	44,200
Employee Fringe Benefit Costs	54,100		36,300-	111,500	48,600		19,800-	57,200
Station Insurance Costs	7,900		6,400-	10,500	7,200		5,700-	9,700
Pre-Tax Profit	133,000		(185,600)-	362,700	296,500		147,600-	523,300
Profit Margin		9.72%	(12.55%)-	26.31%		21.63%	11.98%-	35.48%
Fulltime Employment	28		22-	32	23		20-	30
Parttime Employment	6		2-	8	5		2-	8

Table 37
Fulltime AM Revenue and Expense Yardsticks
Revenue Size $500,000 - $1 Million

	All Stations (112)				Profit Only Stations (66)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	723,900	100.0	622,500-	850,200	699,300	100.0	625,800-	856,700
Network Compensation	2,700	0.4	0-	9,900	1,400	0.2	0-	5,900
National & Regional Advertisers	111,600	15.4	48,500-	181,900	83,700	12.0	37,700-	172,100
Local Advertisers	609,600	84.2	506,400-	701,400	614,200	87.8	558,700-	703,100
Total Net Revenues	683,400		590,800-	785,300	680,300		603,500-	801,100
Political Advertising Revenue	11,200		6,600-	22,500	11,400		6,500-	21,200
Revenues Other Than Time Sales	4,100		0-	11,700	4,100		0-	10,600
Trade-Outs & Barter	28,800		8,600-	62,200	22,600		2,800-	49,800
Expenses:								
Engineering	35,700	5.5	24,100-	48,400	30,800	5.3	20,900-	39,900
Program & Production	145,800	22.3	110,900-	186,100	137,400	23.4	104,500-	170,300
News	48,600	7.4	24,800-	69,000	40,500	6.9	20,700-	58,400
Sales	142,400	21.8	115,400-	173,600	128,400	21.9	106,500-	154,300
Advertising & Promotion	27,000	4.1	12,400-	55,700	20,500	3.5	11,000-	38,300
General & Administrative	254,700	38.9	194,400-	315,700	228,500	39.0	167,400-	268,900
Total Expenses	654,100	100.0	549,300-	811,800	586,200	100.0	503,300-	633,100
Salaries:								
Engineering	16,800	4.8	9,800-	23,100	13,700	4.3	7,200-	20,200
Program & Production	107,800	30.8	77,000-	130,500	97,400	30.7	73,300-	127,700
News	34,900	10.0	25,000-	52,100	31,700	10.0	20,700-	49,200
Sales	116,000	33.1	92,300-	123,100	105,400	33.2	85,800-	118,700
Advertising & Promotion	5,500	1.6	400-	13,900	8,400	2.6	0-	15,600
General & Administrative	69,100	19.7	49,900-	88,100	61,000	19.2	46,100-	81,800
Total Salaries	350,000	100.0	286,500-	387,100	317,600	100.0	269,900-	355,400
Cost of Outside News Service	7,400		5,300-	10,800	7,400		5,300-	10,200
Music License Fees	17,000		13,400-	21,000	17,300		14,900-	21,000
Rating Services	3,900		0-	10,300	2,200		0-	8,600
Travel & Entertainment	10,200		5,100-	19,500	10,000		5,900-	19,300
Depreciation & Amortization	33,700		20,900-	54,300	28,400		19,700-	49,000
Interest	2,500		0-	38,100	3,200		0-	33,300
Utility Costs	12,000		7,700-	19,600	11,600		6,000-	19,600
Bad Debt Expense	7,400		4,300-	14,600	6,000		4,300-	12,700
Corporate Allocation Charges	0		0-	24,300	0		0-	7,800
Employee Fringe Benefit Costs	35,400		13,300-	51,600	28,300		9,800-	46,600
Station Insurance Costs	5,700		4,300-	8,900	5,800		4,300-	8,800
Pre-Tax Profit	29,200		(82,700)-	117,600	94,100		59,200-	155,900
Profit Margin		4.28%	(11.40%)-	15.37%		13.83%	9.20%-	22.44%
Fulltime Employment	18		16-	22	18		15-	22
Parttime Employment	5		3-	7	4		3-	7

Table 38
Fulltime AM Revenue and Expense Yardsticks
Revenue Size $400,000 - $500,000

	All Stations (35)				Profit Only Stations (19)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	448,500	100.0	434,300-	473,000	441,000	100.0	427,700-	459,300
Network Compensation	0	0.0	0-	2,900	0	0.0	0-	2,500
National & Regional Advertisers	62,400	13.9	38,800-	85,000	50,900	11.6	31,700-	83,700
Local Advertisers	386,000	86.1	370,200-	420,800	390,000	88.4	344,000-	422,000
Total Net Revenues	432,800		424,000-	468,000	432,800		424,000-	471,900
Political Advertising Revenue	7,900		4,400-	13,400	8,800		5,600-	13,800
Revenues Other Than Time Sales	600		0-	4,500	700		0-	15,300
Trade-Outs & Barter	16,500		0-	28,500	13,300		0-	27,700
Expenses:								
Engineering	23,100	5.4	10,500-	41,000	20,600	5.3	6,500-	36,600
Program & Production	105,900	24.9	87,600-	127,500	94,900	24.3	80,300-	104,200
News	21,200	5.0	8,600-	33,400	20,500	5.3	6,100-	30,100
Sales	87,400	20.6	70,200-	98,000	82,700	21.2	64,400-	99,100
Advertising & Promotion	10,600	2.5	7,100-	18,900	10,500	2.7	7,800-	20,300
General & Administrative	176,900	41.6	149,100-	210,800	161,100	41.3	141,500-	178,100
Total Expenses	425,000	100.0	375,200-	491,200	390,400	100.0	357,600-	416,300
Salaries:								
Engineering	9,500	4.6	2,400-	16,400	10,300	5.0	2,700-	13,500
Program & Production	69,400	33.5	58,100-	90,300	62,800	30.4	49,900-	78,600
News	14,700	7.1	11,300-	22,600	16,100	7.8	10,900-	20,400
Sales	56,100	27.1	50,500-	77,800	55,700	26.9	47,300-	80,500
Advertising & Promotion	3,300	1.6	2,000-	7,200	6,100	3.0	1,400-	10,300
General & Administrative	53,900	26.1	42,100-	76,000	55,700	26.9	42,800-	71,900
Total Salaries	206,900	100.0	195,400-	258,900	206,900	100.0	169,400-	228,000
Cost of Outside News Service	7,100		4,600-	9,800	5,600		4,300-	8,200
Music License Fees	11,600		10,500-	13,100	11,800		11,100-	13,300
Rating Services	0		0-	100	0	–	0-	0
Travel & Entertainment	6,400		3,200-	10,400	3,800		2,900-	7,200
Depreciation & Amortization	21,100		12,700-	37,100	21,000		9,800-	30,100
Interest	2,000		0-	15,000	1,900		0-	25,100
Utility Costs	10,100		6,400-	16,100	7,000		3,500-	11,500
Bad Debt Expense	6,500		3,800-	9,700	8,100		5,200-	11,000
Corporate Allocation Charges	0		0-	3,900	0		0-	5,200
Employee Fringe Benefit Costs	17,700		12,000-	29,500	15,500		11,700-	29,800
Station Insurance Costs	3,900		2,700-	5,700	3,800		2,500-	5,000
Pre-Tax Profit	7,800		(58,400)-	59,100	42,400		22,700-	118,500
Profit Margin		1.80%	(13.49%)-	13.79%		9.80%	5.30%-	24.91%
Fulltime Employment	13		11-	15	13		11-	14
Parttime Employment	4		3-	6	3		2-	5

Table 39
Fulltime AM Revenue and Expense Yardsticks
Revenue Size $300,000 - $400,000

	All Stations (35)				Profit Only Stations (15)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	367,300	100.0	333,700-	391,600	376,000	100.0	364,400-	394,400
Network Compensation	0	0.0	0-	1,900	0	0.0	0-	1,100
National & Regional Advertisers	50,900	13.9	21,100-	78,700	61,800	16.4	36,800-	89,600
Local Advertisers	316,400	86.1	256,700-	342,500	314,200	83.6	248,600-	342,500
Total Net Revenues	352,000		329,600-	378,000	367,000		340,800-	382,200
Political Advertising Revenue	8,400		3,100-	12,300	8,200		2,900-	12,000
Revenues Other Than Time Sales	500		0-	10,100	700		0-	11,900
Trade-Outs & Barter	19,700		10,100-	35,000	21,800		12,700-	42,100
Expenses:								
Engineering	14,700	4.1	9,100-	26,400	11,800	3.9	9,500-	19,900
Program & Production	89,400	24.9	77,800-	107,600	80,300	26.7	73,600-	96,700
News	16,800	4.7	10,200-	28,400	19,700	6.5	10,100-	30,000
Sales	78,200	21.8	58,300-	101,100	66,700	22.2	49,300-	83,600
Advertising & Promotion	7,900	2.2	4,900-	19,700	6,800	2.3	4,100-	12,000
General & Administrative	152,500	42.4	120,700-	191,300	115,300	38.4	95,900-	148,600
Total Expenses	359,600	100.0	308,600-	398,000	300,500	100.0	264,700-	334,000
Salaries:								
Engineering	5,900	3.2	2,300-	9,400	5,800	3.4	2,400-	10,400
Program & Production	64,000	34.3	49,200-	78,800	59,600	34.5	49,100-	73,900
News	16,100	8.6	11,700-	24,100	15,000	8.7	12,100-	20,000
Sales	47,900	25.6	36,700-	69,700	44,000	25.5	34,800-	65,500
Advertising & Promotion	6,800	3.6	3,000-	12,500	6,400	3.7	4,100-	13,100
General & Administrative	46,100	24.7	33,000-	57,300	41,700	24.2	32,100-	55,500
Total Salaries	186,900	100.0	154,800-	204,600	172,600	100.0	160,000-	198,000
Cost of Outside News Service	5,700		4,600-	7,800	4,800		2,700-	7,800
Music License Fees	9,500		7,100-	11,000	9,700		7,700-	11,000
Rating Services	0		0-	900	0		0-	1,100
Travel & Entertainment	5,100		2,600-	11,300	3,100		700-	8,700
Depreciation & Amortization	21,900		10,800-	40,100	11,500		7,000-	35,600
Interest	7,100		0-	36,900	2,800		0-	25,000
Utility Costs	7,900		5,400-	11,800	7,200		5,000-	12,000
Bad Debt Expense	3,400		1,900-	7,100	4,800		1,700-	7,300
Corporate Allocation Charges	0		0-	900	0		0-	200
Employee Fringe Benefit Costs	6,700		3,400-	19,600	3,700		0-	19,000
Station Insurance Costs	4,500		2,300-	7,500	3,300		2,000-	8,900
Pre-Tax Profit	(7,600)		(72,700)-	59,700	66,500		34,600-	82,400
Profit Margin		(2.15%)	(22.57%)-	15.63%		18.13%	8.68%-	24.07%
Fulltime Employment	12		10-	14	12		10-	14
Parttime Employment	3		2-	6	3		2-	6

Table 40
Fulltime AM Revenue and Expense Yardsticks
Revenue Size $200,000 - $300,000

	All Stations (40)				Profit Only Stations (25)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	256,600	100.0	225,900-	283,900	257,400	100.0	230,700-	281,800
Network Compensation	0	0.0	0-	200	0	0.0	0-	0
National & Regional Advertisers	37,500	14.6	23,700-	66,800	37,100	14.4	25,700-	53,400
Local Advertisers	219,100	85.4	188,500-	236,900	220,300	85.6	193,700-	239,800
Total Net Revenues	247,300		223,800-	272,500	249,800		224,300-	273,400
Political Advertising Revenue	4,300		2,100-	7,700	3,900		2,000-	10,500
Revenues Other Than Time Sales	500		0-	3,000	600		0-	3,000
Trade-Outs & Barter	2,300		0-	12,400	1,200		0-	6,800
Expenses:								
Engineering	14,300	6.1	8,700-	27,200	14,500	6.6	8,200-	24,600
Program & Production	63,400	27.1	58,000-	83,300	64,700	29.3	48,200-	76,200
News	14,700	6.3	8,200-	27,400	13,200	6.0	6,900-	19,800
Sales	45,200	19.3	34,300-	65,700	39,100	17.7	28,900-	49,600
Advertising & Promotion	5,900	2.5	2,100-	10,500	6,700	3.0	3,200-	8,100
General & Administrative	90,700	38.7	81,300-	130,100	82,300	37.3	59,700-	95,600
Total Expenses	234,200	100.0	198,900-	283,900	220,500	100.0	191,000-	250,100
Salaries:								
Engineering	7,100	5.4	3,100-	14,000	7,100	6.0	2,200-	12,900
Program & Production	43,600	33.3	40,900-	62,300	43,900	36.9	35,900-	54,900
News	14,900	11.4	7,100-	23,900	9,600	8.1	6,000-	23,500
Sales	33,300	25.5	27,000-	47,300	28,200	23.6	21,700-	38,700
Advertising & Promotion	1,100	0.9	300-	7,000	3,700	3.1	1,300-	10,000
General & Administrative	30,800	23.6	24,800-	48,400	26,700	22.4	22,100-	39,900
Total Salaries	130,900	100.0	112,800-	155,100	119,200	100.0	106,900-	149,500
Cost of Outside News Service	7,900		5,200-	10,300	7,900		5,200-	10,900
Music License Fees	7,300		5,800-	8,600	7,300		5,600-	8,600
Rating Services	0		0-	0	0		0-	0
Travel & Entertainment	5,200		1,800-	10,400	3,200		700-	6,800
Depreciation & Amortization	13,400		7,900-	35,000	10,200		6,700-	14,100
Interest	1,600		0-	6,800	1,100		0-	7,700
Utility Costs	5,900		4,000-	11,700	4,700		3,900-	8,300
Bad Debt Expense	2,300		900-	4,500	1,700		700-	3,200
Corporate Allocation Charges	0		0-	0	0		0-	0
Employee Fringe Benefit Costs	8,700		4,700-	18,400	7,400		4,000-	18,700
Station Insurance Costs	3,700		2,300-	5,600	3,000		2,100-	4,600
Pre-Tax Profit	13,100		(35,600)-	32,500	29,200		14,700-	43,000
Profit Margin		5.31%	(12.60%)-	14.23%		11.71%	5.45%-	15.96%
Fulltime Employment	9		8-	11	9		7-	10
Parttime Employment	3		2-	5	3		3-	7

Table 41
Fulltime AM Revenue and Expense Yardsticks
Revenue Size Under $200,000

	All Stations (29)				Profit Only Stations (12)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	137,200	100.0	114,400-	178,400	136,700	100.0	113,200-	181,000
Network Compensation	0	0.0	0-	400	0	0.0	0-	0
National & Regional Advertisers	17,000	12.4	1,300-	23,800	19,000	13.9	4,000-	26,600
Local Advertisers	120,200	87.6	87,900-	163,600	117,700	86.1	87,500-	151,600
Total Net Revenues	137,200		111,800-	168,600	135,300		112,800-	171,600
Political Advertising Revenue	2,200		1,000-	4,600	1,700		700-	3,400
Revenues Other Than Time Sales	0		0-	1,400	0		0-	800
Trade-Outs & Barter	2,000		0-	6,200	5,000		800-	15,700
Expenses:								
Engineering	5,500	3.9	3,700-	11,100	6,900	6.0	3,200-	12,900
Program & Production	36,400	25.9	28,200-	49,900	31,400	27.0	17,900-	35,700
News	4,900	3.5	3,300-	14,500	3,800	3.3	1,300-	5,700
Sales	26,400	18.8	16,000-	40,300	31,000	26.7	11,900-	60,600
Advertising & Promotion	5,700	4.1	500-	7,700	5,700	4.9	1,800-	14,200
General & Administrative	61,700	43.9	38,600-	104,400	37,400	32.2	24,900-	44,200
Total Expenses	140,500	100.0	98,100-	195,000	116,300	100.0	88,500-	160,300
Salaries:								
Engineering	1,200	1.8	300-	3,800	500	0.6	200-	1,500
Program & Production	25,300	37.9	18,500-	38,200	22,200	26.8	10,400-	31,400
News	4,700	7.1	2,400-	9,000	7,600	9.2	6,900-	6,900
Sales	16,500	24.7	13,700-	27,600	27,800	33.7	8,600-	35,500
Advertising & Promotion	4,000	6.0	4,000-	5,200	5,000	6.0	4,000-	5,000
General & Administrative	15,100	22.5	10,600-	28,000	19,500	23.7	8,200-	24,300
Total Salaries	66,900	100.0	62,200-	90,000	82,600	100.0	44,000-	77,200
Cost of Outside News Service	4,300		900-	8,000	2,000		200-	7,700
Music License Fees	4,000		2,300-	4,700	3,700		1,600-	4,700
Rating Services	0		0-	1,800	0		0-	1,200
Travel & Entertainment	2,200		1,300-	4,200	2,400		1,000-	3,200
Depreciation & Amortization	9,700		3,100-	17,400	1,900		500-	8,900
Interest	4,600		1,300-	12,400	1,900		0-	10,900
Utility Costs	5,300		2,500-	8,300	6,900		4,500-	9,400
Bad Debt Expense	1,200		100-	2,900	1,200		0-	3,100
Corporate Allocation Charges	0		0-	2,900	0		0-	5,500
Employee Fringe Benefit Costs	1,800		300-	8,500	1,500		700-	2,700
Station Insurance Costs	2,400		1,500-	4,200	2,900		2,000-	4,800
Pre-Tax Profit	(3,300)		(46,400)-	17,800	19,000		7,400-	33,300
Profit Margin		(2.44%)	(41.89%)-	12.09%		14.07%	5.28%-	25.97%
Fulltime Employment	6		4-	9	5		4-	8
Parttime Employment	3		2-	5	3		2-	3

Table 42
AM/FM Stations
Nationwide

	All Stations (380)				Profit Only Stations (279)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	518,300	100.0	301,700-	1,007,600	574,900	100.0	314,600-	1,092,100
Network Compensation	0	0.0	0-	3,100	0	0.0	0-	2,600
National & Regional Advertisers	66,400	12.8	19,800-	188,100	75,900	13.2	21,200-	203,800
Local Advertisers	451,900	87.2	263,700-	761,100	499,000	86.8	290,200-	890,600
Total Net Revenues	519,300		296,900-	932,700	570,200		310,000-	1,026,900
Political Advertising Revenue	8,000		3,900-	17,200	8,600		4,300-	20,100
Revenues Other Than Time Sales	1,400		0-	9,800	1,800		0-	11,700
Trade-Outs & Barter	13,100		400-	42,600	12,600		0-	39,700
Expenses:								
Engineering	28,500	6.0	15,400-	61,700	30,300	6.2	15,900-	64,500
Program & Production	112,900	24.0	82,300-	229,500	120,300	24.6	79,700-	229,800
News	25,600	5.4	12,100-	69,300	29,000	5.9	13,300-	80,200
Sales	97,500	20.7	56,000-	229,500	99,100	20.3	54,900-	242,500
Advertising & Promotion	19,500	4.1	5,000-	62,200	18,900	3.9	5,000-	62,500
General & Administrative	187,400	39.8	134,000-	343,100	190,700	39.1	122,200-	343,100
Total Expenses	471,400	100.0	261,800-	847,800	488,200	100.0	237,800-	837,100
Salaries:								
Engineering	12,200	4.9	4,700-	26,300	12,700	4.7	5,700-	27,600
Program & Production	75,200	29.9	56,600-	155,700	83,100	30.6	56,500-	159,700
News	23,000	9.2	14,000-	62,600	30,100	11.1	14,000-	68,200
Sales	72,500	28.9	48,900-	178,200	75,600	27.8	48,900-	201,800
Advertising & Promotion	10,100	4.0	6,400-	18,500	9,700	3.6	4,400-	17,000
General & Administrative	58,300	23.2	42,400-	110,000	60,800	22.3	43,800-	118,200
Total Salaries	251,300	100.0	151,000-	436,100	272,000	100.0	153,200-	453,500
Cost of Outside News Service	8,700		5,900-	11,700	8,700		5,700-	11,700
Music License Fees	13,700		8,300-	25,400	14,800		8,700-	27,200
Rating Services	0		0-	10,100	0		0-	9,800
Travel & Entertainment	10,500		4,700-	19,400	10,800		4,800-	19,300
Depreciation & Amortization	36,400		19,500-	72,000	34,400		19,900-	64,700
Interest	5,500		0-	26,000	4,300		0-	21,200
Utility Costs	16,000		8,300-	27,000	17,100		9,100-	27,900
Bad Debt Expense	7,100		2,300-	18,500	7,400		2,400-	20,200
Corporate Allocation Charges	0		0-	7,400	0		0-	2,800
Employee Fringe Benefit Costs	21,800		8,700-	51,900	22,300		8,800-	53,600
Station Insurance Costs	6,300		3,700-	11,100	6,600		3,900-	11,200
Pre-Tax Profit	47,900		(2,800)-	132,800	82,000		27,200-	192,300
Profit Margin		9.22%	(0.48%)-	21.55%		14.38%	7.47%-	28.14%
Fulltime Employment	15		11-	24	15		10-	24
Parttime Employment	5		3-	8	5		3-	8

Table 43
AM/FM Revenue and Expense Yardsticks
Population Size 2.5 Million & Over

	All Stations (18)				Profit Only Stations (12)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	2,121,000	100.0	948,100-	4,158,200	2,121,000	100.0	964,600-	3,994,300
Network Compensation	0	0.0	0-	49,600	0	0.0	0-	107,600
National & Regional Advertisers	446,100	21.0	156,300-	919,300	395,700	18.7	149,400-	836,900
Local Advertisers	1,674,900	79.0	927,800-	2,936,900	1,725,400	81.3	799,400-	3,086,100
Total Net Revenues	1,897,500		856,000-	3,410,200	1,897,500		957,900-	3,368,700
Political Advertising Revenue	25,000		0-	78,700	25,000		5,000-	78,700
Revenues Other Than Time Sales	300		0-	65,900	1,000		0-	65,900
Trade-Outs & Barter	136,300		10,900-	171,200	60,800		9,400-	362,100
Expenses:								
Engineering	80,800	4.8	68,300-	253,800	102,400	6.3	74,200-	253,800
Program & Production	341,200	20.1	334,600-	604,200	339,100	20.8	334,600-	604,200
News	60,100	3.5	14,500-	168,300	76,200	4.7	5,700-	168,300
Sales	363,900	21.5	304,200-	594,200	541,600	33.2	304,200-	766,600
Advertising & Promotion	205,900	12.1	54,200-	437,300	126,500	7.8	54,200-	356,800
General & Administrative	644,200	38.0	442,200-	987,700	443,900	27.2	272,200-	963,700
Total Expenses	1,696,100	100.0	953,700-	3,073,100	1,629,700	100.0	595,300-	2,702,600
Salaries:								
Engineering	38,100	4.6	31,600-	135,100	42,600	5.3	35,600-	217,000
Program & Production	263,400	31.7	236,800-	447,500	260,300	32.3	236,800-	477,200
News	81,900	9.8	34,900-	147,700	73,000	9.1	48,100-	113,600
Sales	254,600	30.6	209,800-	432,100	251,300	31.2	209,800-	510,600
Advertising & Promotion	33,200	4.0	18,500-	63,800	Sample Insufficient			
General & Administrative	160,900	19.3	150,100-	247,000	178,300	22.1	148,000-	247,000
Total Salaries	832,000	100.0	498,500-	1,369,700	805,500	100.0	565,400-	1,155,900
Cost of Outside News Service	14,200		10,000-	27,400	17,400		10,700-	29,700
Music License Fees	40,400		25,000-	95,500	40,400		22,900-	89,300
Rating Services	37,500		0-	53,500	2,900		0-	53,500
Travel & Entertainment	40,200		18,300-	82,400	40,200		18,300-	43,800
Depreciation & Amortization	64,100		52,700-	149,600	57,700		52,700-	147,500
Interest	2,100		0-	8,800	500		0-	8,700
Utility Costs	46,800		16,000-	68,900	46,800		16,000-	85,900
Bad Debt Expense	25,100		10,900-	38,600	25,900		10,900-	71,000
Corporate Allocation Charges	45,700		0-	160,900	85,300		0-	160,900
Employee Fringe Benefit Costs	129,600		36,500-	216,200	136,400		39,100-	243,700
Station Insurance Costs	12,000		7,800-	17,200	11,300		6,600-	19,500
Pre-Tax Profit	201,300		(113,000)-	673,100	267,800		169,300-	757,300
Profit Margin		10.61%	(6.81%)-	21.38%		14.11%	10.48%-	24.54%
Fulltime Employment	29		23-	36	27		23-	41
Parttime Employment	4		3-	9	4		3-	9

Table 44
AM/FM Revenue and Expense Yardsticks
Population Size 1 - 2.5 Million

	All Stations (21)				Profit Only Stations (16)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	1,832,300	100.0	1,215,500-	3,711,300	2,576,400	100.0	1,539,700-	5,369,700
Network Compensation	11,000	0.6	0-	54,700	22,600	0.9	0-	116,000
National & Regional Advertisers	541,600	29.6	296,700-	1,068,000	679,100	26.4	444,800-	1,306,500
Local Advertisers	1,279,700	69.8	864,600-	2,572,700	1,874,700	72.8	1,016,400-	3,918,000
Total Net Revenues	1,521,600		1,163,400-	3,479,900	2,313,600		1,407,600-	4,779,200
Political Advertising Revenue	16,200		0-	30,400	19,800		0-	51,800
Revenues Other Than Time Sales	10,000		0-	31,500	11,200		0-	27,900
Trade-Outs & Barter	119,300		14,500-	307,300	20,600		7,200-	304,800
Expenses:								
Engineering	64,900	5.1	77,500-	254,600	95,800	5.4	79,800-	235,000
Program & Production	281,500	22.3	222,300-	715,100	324,800	18.3	256,100-	831,800
News	108,000	8.5	36,200-	338,400	135,900	7.6	47,600-	660,900
Sales	271,400	21.5	243,800-	903,800	523,000	29.4	328,900-	1,044,500
Advertising & Promotion	135,800	10.7	54,600-	323,700	179,000	10.1	84,000-	584,300
General & Administrative	402,800	31.9	464,200-	700,400	520,300	29.2	484,800-	956,100
Total Expenses	1,264,400	100.0	864,600-	2,915,600	1,778,800	100.0	907,700-	3,799,500
Salaries:								
Engineering	38,500	5.9	29,800-	83,300	55,100	5.7	34,000-	114,200
Program & Production	198,400	30.2	190,400-	353,500	230,300	24.0	203,100-	349,300
News	53,300	8.1	22,400-	186,000	94,800	9.9	39,000-	384,800
Sales	236,400	36.0	238,600-	597,800	395,100	41.2	287,400-	631,700
Advertising & Promotion	14,900	2.3	13,000-	26,500	13,200	1.4	12,500-	30,700
General & Administrative	115,300	17.5	114,600-	209,300	170,200	17.8	136,300-	264,300
Total Salaries	656,800	100.0	398,000-	1,264,300	958,800	100.0	458,700-	1,556,200
Cost of Outside News Service	13,100		9,000-	27,100	13,200		9,000-	32,500
Music License Fees	46,900		30,400-	75,100	56,400		36,200-	86,800
Rating Services	44,500		28,200-	58,300	56,100		39,600-	60,900
Travel & Entertainment	42,900		21,500-	67,900	48,800		23,200-	75,100
Depreciation & Amortization	126,100		62,700-	251,400	130,700		50,100-	245,900
Interest	700		0-	52,900	1,500		0-	29,600
Utility Costs	38,600		28,200-	52,500	41,500		30,300-	62,800
Bad Debt Expense	33,500		26,800-	85,000	52,500		29,500-	85,700
Corporate Allocation Charges	72,000		0-	94,500	48,600		0-	90,900
Employee Fringe Benefit Costs	49,300		22,900-	191,700	35,800		24,000-	192,500
Station Insurance Costs	11,300		4,600-	25,000	12,400		4,700-	25,700
Pre-Tax Profit	257,200		9,500-	948,500	534,800		260,900-	1,250,200
Profit Margin		16.90%	1.00%-	37.55%		23.12%	12.47%-	47.99%
Fulltime Employment	28		23-	45	32		24-	51
Parttime Employment	9		5-	11	9		4-	11

Table 45
AM/FM Revenue and Expense Yardsticks
Population Size 500,000 - 1 Million

	All Stations (31)				Profit Only Stations (23)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	1,396,900	100.0	805,800-	2,552,100	1,502,200	100.0	895,700-	2,743,600
Network Compensation	14,200	1.0	2,700-	23,500	13,400	0.9	3,600-	25,700
National & Regional Advertisers	221,800	15.9	116,100-	478,500	283,700	18.9	159,500-	478,500
Local Advertisers	1,160,900	83.1	675,200-	1,943,900	1,205,100	80.2	738,000-	2,369,900
Total Net Revenues	1,282,600		797,200-	2,390,000	1,344,600		855,400-	2,533,600
Political Advertising Revenue	16,200		3,400-	31,100	21,300		7,000-	34,900
Revenues Other Than Time Sales	1,000		0-	9,900	2,800		0-	10,300
Trade-Outs & Barter	50,000		25,300-	75,000	50,000		19,400-	74,000
Expenses:								
Engineering	80,400	7.3	35,600-	114,000	65,700	6.2	37,400-	109,600
Program & Production	275,800	24.9	164,100-	397,700	252,800	23.9	175,100-	392,900
News	77,700	7.0	40,000-	157,100	93,800	8.9	71,900-	165,500
Sales	257,500	23.3	187,100-	460,600	264,800	25.0	195,900-	470,800
Advertising & Promotion	104,800	9.5	66,800-	210,100	87,000	8.2	71,100-	192,000
General & Administrative	309,900	28.0	225,200-	591,800	293,300	27.7	267,000-	641,100
Total Expenses	1,106,100	100.0	672,500-	1,724,400	1,057,400	100.0	672,500-	1,724,400
Salaries:								
Engineering	23,700	4.2	18,400-	42,500	24,200	4.2	19,300-	45,300
Program & Production	164,600	29.0	114,600-	270,000	154,500	26.8	135,600-	268,200
News	63,600	11.2	41,000-	105,600	67,800	11.8	53,400-	117,800
Sales	199,500	35.1	101,600-	307,400	202,400	35.2	128,000-	319,600
Advertising & Promotion	7,300	1.3	3,300-	17,400	7,100	1.2	5,300-	17,400
General & Administrative	109,700	19.3	86,300-	170,500	119,700	20.8	89,700-	212,100
Total Salaries	568,400	100.0	398,100-	831,200	575,700	100.0	430,200-	950,400
Cost of Outside News Service	10,700		8,200-	14,000	10,400		7,500-	13,100
Music License Fees	36,200		13,600-	59,300	36,900		23,400-	60,200
Rating Services	22,300		7,400-	31,100	22,300		5,000-	30,000
Travel & Entertainment	17,200		10,300-	31,100	15,100		10,300-	29,100
Depreciation & Amortization	61,300		42,600-	92,400	65,700		48,400-	165,500
Interest	5,300		0-	58,800	3,100		0-	64,800
Utility Costs	27,600		18,100-	47,100	26,500		19,600-	38,200
Bad Debt Expense	25,900		9,200-	42,000	30,100		11,700-	42,000
Corporate Allocation Charges	0		0-	50,500	0		0-	53,000
Employee Fringe Benefit Costs	51,000		29,800-	105,900	51,000		28,300-	113,400
Station Insurance Costs	9,100		5,100-	18,400	10,600		7,500-	20,000
Pre-Tax Profit	176,600		(39,500)-	669,200	287,300		111,600-	724,700
Profit Margin		13.77%	(3.43%)-	28.14%		21.36%	10.04%-	34.39%
Fulltime Employment	30		21-	40	30		20-	39
Parttime Employment	7		5-	10	8		5-	11

Table 46
AM/FM Revenue and Expense Yardsticks
Population Size 250,000 - 500,000

	All Stations (41)				Profit Only Stations (28)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	1,196,800	100.0	478,600-	1,927,700	1,501,700	100.0	652,800-	2,177,300
Network Compensation	5,400	0.5	0-	15,000	6,700	0.4	0-	15,700
National & Regional Advertisers	248,200	20.7	46,800-	305,100	255,200	17.0	123,500-	391,100
Local Advertisers	943,100	78.8	439,500-	1,379,000	1,239,700	82.6	517,600-	1,909,900
Total Net Revenues	1,080,800		472,300-	1,766,200	1,353,100		615,400-	1,957,400
Political Advertising Revenue	11,300		4,400-	29,300	8,400		1,200-	32,400
Revenues Other Than Time Sales	1,900		0-	10,800	1,900		0-	17,600
Trade-Outs & Barter	36,600		6,200-	74,300	35,700		2,800-	73,600
Expenses:								
Engineering	59,000	6.0	36,800-	92,500	68,800	6.2	37,800-	105,600
Program & Production	226,300	23.1	127,900-	305,100	244,700	22.0	157,100-	376,600
News	47,300	4.8	18,600-	107,700	77,300	6.9	15,000-	113,900
Sales	255,400	26.0	131,300-	369,700	269,300	24.2	161,300-	382,400
Advertising & Promotion	44,200	4.5	16,000-	101,400	38,000	3.4	13,000-	104,400
General & Administrative	348,900	35.6	212,300-	611,600	415,800	37.3	201,600-	553,800
Total Expenses	981,100	100.0	529,100-	1,409,000	1,113,800	100.0	586,400-	1,498,600
Salaries:								
Engineering	28,700	5.6	16,600-	36,900	32,300	5.4	16,700-	42,300
Program & Production	145,200	28.5	82,200-	209,700	146,400	24.4	82,800-	236,200
News	44,700	8.8	27,100-	81,100	68,400	11.4	29,700-	87,400
Sales	182,000	35.7	78,700-	254,700	227,100	37.9	98,100-	311,600
Advertising & Promotion	8,900	1.8	6,300-	13,300	11,100	1.8	5,400-	20,500
General & Administrative	100,100	19.6	59,200-	118,700	114,600	19.1	61,000-	121,700
Total Salaries	509,600	100.0	238,500-	676,700	599,900	100.0	256,300-	840,900
Cost of Outside News Service	8,800		6,400-	13,600	9,200		5,400-	15,600
Music License Fees	25,400		13,600-	46,100	36,400		17,700-	53,100
Rating Services	11,100		0-	24,400	9,700		0-	13,200
Travel & Entertainment	17,800		12,300-	24,800	18,200		13,200-	29,700
Depreciation & Amortization	56,200		38,900-	115,300	54,100		29,000-	116,400
Interest	11,300		0-	48,200	4,900		0-	25,000
Utility Costs	19,400		8,600-	44,000	27,300		11,700-	52,500
Bad Debt Expense	17,300		5,400-	30,000	20,700		6,200-	30,700
Corporate Allocation Charges	0		0-	12,000	0		0-	11,200
Employee Fringe Benefit Costs	32,000		18,600-	85,800	46,000		23,100-	107,600
Station Insurance Costs	9,700		4,400-	15,400	10,200		4,500-	20,000
Pre-Tax Profit	99,700		(36,300)-	445,900	239,300		71,700-	559,000
Profit Margin		9.22%	(6.77%)-	26.18%		17.68%	8.71%-	30.67%
Fulltime Employment	23		15-	29	24		16-	34
Parttime Employment	6		5-	9	7		5-	10

Table 47
AM/FM Revenue and Expense Yardsticks
Population Size 100,000 - 250,000

	All Stations (46)				Profit Only Stations (36)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	810,400	100.0	602,400-	1,027,700	834,300	100.0	617,100-	1,079,200
Network Compensation	100	0.0	0-	5,600	0	0.0	0-	2,100
National & Regional Advertisers	114,500	14.1	54,500-	191,300	105,500	12.6	47,800-	212,400
Local Advertisers	695,800	85.9	531,000-	879,200	728,800	87.4	547,000-	920,700
Total Net Revenues	725,200		564,200-	990,300	786,600		582,700-	1,061,900
Political Advertising Revenue	10,600		6,000-	24,800	12,500		6,100-	29,000
Revenues Other Than Time Sales	4,300		0-	13,100	4,300		0-	16,700
Trade-Outs & Barter	31,200		15,800-	64,200	26,900		12,300-	62,300
Expenses:								
Engineering	37,300	5.6	29,500-	59,100	38,800	5.6	28,400-	59,500
Program & Production	155,300	23.4	137,300-	243,000	196,000	28.2	127,400-	243,300
News	34,700	5.2	25,300-	63,900	43,400	6.2	24,500-	79,000
Sales	153,000	23.1	122,400-	226,600	167,400	24.1	102,900-	242,200
Advertising & Promotion	30,800	4.6	11,900-	42,900	30,800	4.4	10,700-	40,400
General & Administrative	252,400	38.0	194,800-	353,100	217,900	31.4	182,000-	350,300
Total Expenses	663,600	100.0	546,900-	896,900	694,400	100.0	440,100-	915,300
Salaries:								
Engineering	14,800	4.6	13,300-	23,900	15,100	4.1	12,000-	24,600
Program & Production	102,700	32.2	106,000-	152,700	116,300	31.6	108,600-	167,200
News	27,500	8.6	18,700-	50,800	35,900	9.8	18,000-	55,000
Sales	102,000	32.0	88,400-	174,700	119,800	32.6	80,600-	188,100
Advertising & Promotion	10,300	3.2	0-	42,800	9,200	2.5	0-	39,900
General & Administrative	62,000	19.4	66,800-	97,400	71,300	19.4	67,100-	102,900
Total Salaries	319,300	100.0	310,100-	473,200	367,600	100.0	266,000-	499,200
Cost of Outside News Service	8,700		7,000-	11,200	8,700		7,500-	11,300
Music License Fees	21,300		14,300-	26,200	21,500		14,600-	27,100
Rating Services	8,100		0-	13,200	7,900		0-	13,300
Travel & Entertainment	12,900		7,800-	20,200	12,000		6,600-	19,000
Depreciation & Amortization	58,000		28,500-	96,100	58,000		23,100-	97,200
Interest	8,500		0-	56,900	4,900		0-	71,000
Utility Costs	24,500		13,700-	32,200	24,500		13,900-	32,400
Bad Debt Expense	13,200		6,500-	20,000	12,300		4,500-	20,300
Corporate Allocation Charges	0		0-	24,300	0		0-	16,500
Employee Fringe Benefit Costs	23,800		12,400-	43,000	26,500		13,600-	45,600
Station Insurance Costs	8,000		6,200-	14,200	8,500		6,700-	11,400
Pre-Tax Profit	61,600		5,500-	150,600	92,300		33,900-	192,300
Profit Margin		8.50%	0.75%-	20.83%		11.73%	5.87%-	26.11%
Fulltime Employment	21		17-	26	22		17-	26
Parttime Employment	6		4-	8	5		3-	7

Table 48
AM/FM Revenue and Expense Yardsticks
Population Size 25,000 - 100,000

	All Stations (33)				Profit Only Stations (25)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	620,600	100.0	436,400-	790,100	694,200	100.0	456,200-	825,400
Network Compensation	0	0.0	0-	1,500	0	0.0	0-	2,900
National & Regional Advertisers	95,300	15.4	63,900-	120,400	110,300	15.9	64,100-	141,200
Local Advertisers	525,300	84.6	344,600-	671,300	583,800	84.1	366,700-	671,300
Total Net Revenues	588,800		432,000-	770,500	664,300		456,500-	821,600
Political Advertising Revenue	7,600		3,000-	14,200	7,600		3,100-	14,900
Revenues Other Than Time Sales	3,200		0-	15,900	3,300		0-	21,700
Trade-Outs & Barter	11,800		0-	28,900	13,100		600-	30,800
Expenses:								
Engineering	30,600	5.6	16,300-	42,200	29,200	5.2	16,300-	42,900
Program & Production	127,100	23.1	88,400-	153,200	141,600	25.3	88,200-	160,500
News	29,400	5.3	10,200-	32,400	28,600	5.1	8,800-	34,800
Sales	86,000	15.6	61,900-	142,100	89,100	15.9	52,600-	147,500
Advertising & Promotion	21,200	3.9	5,800-	35,800	22,100	4.0	6,800-	34,000
General & Administrative	256,100	46.5	163,600-	256,500	248,900	44.5	163,600-	253,000
Total Expenses	550,500	100.0	339,700-	658,200	559,600	100.0	339,700-	658,200
Salaries:								
Engineering	16,900	5.5	8,500-	21,700	18,300	5.0	8,500-	17,400
Program & Production	86,200	28.3	63,900-	109,500	113,700	31.1	71,300-	112,800
News	26,100	8.6	15,300-	35,300	31,900	8.7	17,000-	56,200
Sales	84,900	27.9	56,700-	130,100	102,100	28.0	58,100-	131,300
Advertising & Promotion	7,900	2.6	1,900-	26,600	8,700	2.4	1,900-	26,600
General & Administrative	82,100	27.0	59,100-	100,600	90,400	24.8	61,200-	105,400
Total Salaries	304,100	100.0	203,500-	370,900	365,200	100.0	220,900-	370,900
Cost of Outside News Service	8,200		6,300-	11,600	8,000		6,300-	11,200
Music License Fees	16,200		11,500-	22,500	17,600		12,900-	23,700
Rating Services	0		0-	1,300	0		0-	1,700
Travel & Entertainment	8,900		4,300-	13,000	9,800		4,600-	13,000
Depreciation & Amortization	24,200		20,500-	34,600	25,100		21,200-	34,600
Interest	13,200		0-	30,200	14,800		2,000-	34,300
Utility Costs	17,100		11,400-	22,200	17,800		15,500-	25,800
Bad Debt Expense	6,000		4,000-	8,600	5,900		3,200-	9,300
Corporate Allocation Charges	0		0-	0	0		0-	0
Employee Fringe Benefit Costs	19,600		13,500-	45,800	18,400		13,100-	44,000
Station Insurance Costs	5,200		3,900-	7,300	5,400		4,100-	7,300
Pre-Tax Profit	38,300		(300)-	137,800	104,700		36,300-	186,900
Profit Margin		6.51%	(0.02%)-	30.05%		15.76%	5.07%-	38.41%
Fulltime Employment	16		13-	22	18		13-	22
Parttime Employment	5		3-	10	5		4-	11

Table 49
AM/FM Revenue and Expense Yardsticks
Population Size 10,000 - 25,000

	All Stations (72)				Profit Only Stations (50)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	438,700	100.0	329,500-	597,200	463,400	100.0	356,500-	658,700
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	48,100	11.0	22,600-	85,600	46,800	10.1	23,100-	88,600
Local Advertisers	390,500	89.0	272,800-	512,300	416,600	89.9	324,600-	557,300
Total Net Revenues	435,700		321,700-	581,200	462,700		344,200-	657,400
Political Advertising Revenue	10,000		4,200-	15,000	10,700		4,600-	15,800
Revenues Other Than Time Sales	1,900		0-	11,400	1,900		0-	14,600
Trade-Outs & Barter	2,000		0-	16,000	2,000		0-	17,000
Expenses:								
Engineering	28,100	7.0	15,400-	41,000	32,500	8.0	15,600-	41,700
Program & Production	97,800	24.5	77,100-	150,100	98,500	24.2	76,600-	133,900
News	16,000	4.0	9,800-	43,000	16,600	4.1	9,300-	42,500
Sales	73,400	18.4	55,400-	127,700	76,300	18.7	50,600-	118,000
Advertising & Promotion	5,500	1.4	4,600-	16,100	7,600	1.9	4,700-	18,000
General & Administrative	178,400	44.7	126,300-	283,500	176,000	43.2	121,600-	269,400
Total Expenses	399,300	100.0	282,600-	579,700	407,400	100.0	261,100-	575,900
Salaries:								
Engineering	9,600	4.6	5,700-	19,000	12,200	5.0	8,400-	18,500
Program & Production	61,500	29.3	50,700-	93,900	69,800	28.5	50,100-	90,900
News	11,800	5.6	13,200-	36,100	13,800	5.7	13,200-	34,200
Sales	57,800	27.5	46,600-	105,900	67,600	27.6	53,700-	105,400
Advertising & Promotion	12,700	6.1	15,000-	15,000	14,800	6.1	15,000-	15,000
General & Administrative	56,300	26.9	43,000-	90,600	66,500	27.2	47,900-	96,500
Total Salaries	209,800	100.0	152,000-	281,500	244,700	100.0	168,300-	327,700
Cost of Outside News Service	9,200		6,100-	11,400	9,200		6,100-	11,400
Music License Fees	12,000		8,900-	15,300	13,100		9,500-	15,800
Rating Services	0		0-	400	0		0-	0
Travel & Entertainment	6,200		2,700-	14,500	6,000		1,600-	15,600
Depreciation & Amortization	28,100		16,000-	45,300	28,100		14,400-	42,200
Interest	4,900		0-	19,500	2,900		0-	15,800
Utility Costs	11,400		5,800-	14,800	11,400		7,300-	14,500
Bad Debt Expense	4,000		2,300-	7,700	3,900		1,900-	8,200
Corporate Allocation Charges	0		0-	500	0		0-	0
Employee Fringe Benefit Costs	21,400		13,500-	36,400	21,800		17,000-	42,800
Station Insurance Costs	5,400		3,500-	8,600	4,900		3,300-	8,300
Pre-Tax Profit	36,500		(9,000)-	90,200	55,300		27,800-	103,500
Profit Margin		8.37%	(3.14%)-	16.82%		11.94%	8.12%-	19.79%
Fulltime Employment	13		11-	16	13		11-	16
Parttime Employment	4		3-	6	4		2-	6

Table 50
AM/FM Revenue and Expense Yardsticks
Population Size Under 10,000

	All Stations (118)				Profit Only Stations (89)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	265,200	100.0	192,500-	395,400	264,800	100.0	191,000-	420,300
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	19,900	7.5	2,600-	43,600	18,500	7.0	2,700-	45,500
Local Advertisers	245,300	92.5	182,400-	353,300	246,300	93.0	182,300-	358,200
Total Net Revenues	264,400		181,400-	390,100	264,800		188,000-	417,100
Political Advertising Revenue	5,900		2,500-	9,500	6,700		2,700-	10,700
Revenues Other Than Time Sales	1,000		0-	4,400	1,300		0-	4,900
Trade-Outs & Barter	2,400		0-	7,300	1,800		0-	9,100
Expenses:								
Engineering	12,100	5.0	7,200-	24,400	13,100	5.6	7,200-	28,500
Program & Production	64,200	26.2	45,600-	97,700	61,000	26.3	44,400-	104,300
News	11,700	4.8	5,800-	27,200	13,300	5.7	5,600-	32,600
Sales	41,300	16.9	30,000-	77,000	41,500	17.9	29,300-	86,300
Advertising & Promotion	4,300	1.7	1,200-	13,800	2,700	1.1	1,100-	10,700
General & Administrative	111,100	45.4	86,800-	179,000	100,700	43.4	76,200-	163,100
Total Expenses	244,800	100.0	169,200-	379,100	232,200	100.0	152,200-	332,600
Salaries:								
Engineering	3,300	2.4	0-	9,100	3,400	2.5	400-	10,000
Program & Production	43,200	32.1	32,000-	66,800	43,200	32.7	31,600-	67,300
News	11,200	8.3	10,000-	19,700	13,200	10.0	9,400-	21,500
Sales	35,500	26.4	26,200-	66,700	34,200	25.9	25,700-	71,700
Advertising & Promotion	8,700	6.5	0-	16,900	5,700	4.3	0-	16,200
General & Administrative	32,700	24.3	23,000-	59,200	32,300	24.5	23,800-	59,700
Total Salaries	134,600	100.0	91,900-	178,700	131,900	100.0	88,800-	198,500
Cost of Outside News Service	6,600		5,000-	9,200	6,300		4,600-	8,900
Music License Fees	7,500		5,400-	10,800	7,400		5,400-	10,900
Rating Services	0		0-	0	0		0-	0
Travel & Entertainment	4,800		1,500-	9,200	4,900		1,400-	10,000
Depreciation & Amortization	17,100		8,200-	31,100	15,600		7,600-	30,500
Interest	4,200		0-	20,500	1,700		0-	14,500
Utility Costs	8,600		6,000-	16,400	9,600		5,700-	17,700
Bad Debt Expense	2,100		100-	5,200	2,200		100-	6,600
Corporate Allocation Charges	0		0-	0	0		0-	0
Employee Fringe Benefit Costs	8,200		4,700-	17,500	7,700		4,500-	17,200
Station Insurance Costs	3,800		2,200-	7,400	4,200		2,200-	7,500
Pre-Tax Profit	19,600		1,400-	61,700	32,500		17,100-	75,800
Profit Margin		7.41%	0.68%-	20.72%		12.29%	4.88%-	27.97%
Fulltime Employment	9		7-	12	9		6-	12
Parttime Employment	4		2-	6	4		2-	6

Table 51
AM/FM Revenue and Expense Yardsticks
Revenue Size $2 Million & Over

	All Stations (36)				Profit Only Stations (33)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	3,257,100	100.0	2,691,300-	4,505,600	3,226,800	100.0	2,616,500-	2,113,800
Network Compensation	15,400	0.5	0-	60,100	16,000	0.5	0-	58,300
National & Regional Advertisers	641,800	19.7	280,000-	1,084,100	569,400	17.6	268,100-	1,068,000
Local Advertisers	2,599,900	79.8	2,111,900-	3,181,500	2,641,500	81.9	2,079,300-	3,120,700
Total Net Revenues	2,876,900		2,433,100-	3,986,600	2,820,900		2,394,800-	4,470,700
Political Advertising Revenue	36,000		11,300-	66,300	36,300		12,200-	62,200
Revenues Other Than Time Sales	11,400		0-	48,000	12,300		0-	47,200
Trade-Outs & Barter	65,900		13,300-	200,400	50,200		6,100-	247,800
Expenses:								
Engineering	118,300	5.3	87,600-	174,400	117,800	5.5	88,400-	172,600
Program & Production	425,700	19.2	387,000-	570,400	416,100	19.4	364,900-	557,300
News	150,800	6.8	99,400-	196,800	153,200	7.2	105,700-	191,600
Sales	523,300	23.6	360,800-	640,600	532,200	24.9	355,200-	768,000
Advertising & Promotion	216,300	9.8	132,600-	392,000	207,400	9.7	114,400-	305,400
General & Administrative	782,200	35.3	577,300-	1,027,900	714,200	33.4	557,600-	975,700
Total Expenses	2,216,500	100.0	1,729,900-	3,377,300	2,141,000	100.0	1,671,300-	3,163,100
Salaries:								
Engineering	52,300	5.1	37,700-	89,500	54,200	5.1	37,800-	87,400
Program & Production	271,900	26.4	232,300-	350,000	273,300	25.7	227,600-	330,100
News	110,600	10.8	64,000-	133,900	115,400	10.9	61,500-	131,000
Sales	369,000	35.9	295,400-	466,100	391,100	36.8	290,500-	473,500
Advertising & Promotion	17,600	1.7	12,600-	30,700	16,600	1.6	12,300-	24,200
General & Administrative	206,600	20.1	151,500-	236,300	213,100	20.0	146,900-	235,200
Total Salaries	1,028,000	100.0	839,900-	1,525,000	1,063,600	100.0	815,500-	1,346,300
Cost of Outside News Service	17,300		12,200-	28,700	17,900		11,500-	28,800
Music License Fees	66,200		59,800-	97,800	65,600		59,400-	98,000
Rating Services	40,100		24,500-	56,800	38,000		13,300-	56,400
Travel & Entertainment	43,600		22,700-	59,300	43,300		20,100-	54,200
Depreciation & Amortization	115,300		63,200-	212,100	114,200		63,700-	192,500
Interest	4,000		0-	67,700	6,000		0-	67,800
Utility Costs	45,800		28,200-	66,200	45,100		28,300-	66,100
Bad Debt Expense	41,700		26,800-	50,000	42,000		29,500-	54,300
Corporate Allocation Charges	57,000		0-	109,400	57,000		0-	107,500
Employee Fringe Benefit Costs	113,400		49,500-	187,500	113,400		36,600-	182,500
Station Insurance Costs	18,000		11,400-	25,900	20,300		11,300-	26,400
Pre-Tax Profit	660,400		465,300-	997,100	679,800		520,100-	1,031,200
Profit Margin		22.96%	14.49%-	32.85%		24.10%	17.08%-	35.16%
Fulltime Employment	37		32-	44	39		33-	46
Parttime Employment	9		5-	11	9		6-	11

Table 52
AM/FM Revenue and Expense Yardsticks
Revenue Size $1 Million - $2 Million

	All Stations (51)				Profit Only Stations (38)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	1,429,500	100.0	1,250,000-	1,793,100	1,457,500	100.0	1,259,900-	1,774,200
Network Compensation	8,500	0.6	0-	23,700	6,900	0.5	0-	23,700
National & Regional Advertisers	257,700	18.0	150,000-	440,800	281,700	19.3	157,300-	453,700
Local Advertisers	1,163,400	81.4	1,033,800-	1,315,000	1,168,800	80.2	1,033,000-	1,292,500
Total Net Revenues	1,344,600		1,158,600-	1,609,200	1,352,300		1,128,700-	1,618,600
Political Advertising Revenue	20,300		5,000-	27,300	21,000		5,300-	29,000
Revenues Other Than Time Sales	3,900		0-	23,700	4,400		0-	24,200
Trade-Outs & Barter	68,000		35,600-	96,600	60,800		32,200-	71,200
Expenses:								
Engineering	70,200	6.0	46,000-	98,700	63,100	5.8	41,900-	92,000
Program & Production	267,000	23.0	198,300-	327,400	256,800	23.6	193,800-	302,400
News	66,000	5.7	39,100-	94,100	69,400	6.4	40,000-	85,000
Sales	267,500	23.0	221,200-	331,500	261,300	24.1	212,800-	313,100
Advertising & Promotion	74,800	6.4	38,600-	128,300	50,700	4.7	33,200-	95,400
General & Administrative	416,600	35.8	316,800-	495,800	384,800	35.4	306,700-	442,200
Total Expenses	1,162,100	100.0	950,000-	1,463,400	1,086,000	100.0	897,900-	1,301,200
Salaries:								
Engineering	27,500	4.7	17,600-	38,200	28,300	4.9	17,200-	37,400
Program & Production	166,300	28.6	128,500-	222,000	151,300	26.0	123,600-	202,100
News	52,500	9.0	32,500-	82,600	56,100	9.6	29,400-	85,200
Sales	210,200	36.2	162,200-	247,600	218,300	37.5	158,300-	246,300
Advertising & Promotion	15,500	2.7	3,700-	32,000	11,300	1.9	3,700-	40,500
General & Administrative	109,400	18.8	95,800-	151,300	116,100	20.0	90,700-	153,600
Total Salaries	581,400	100.0	482,500-	675,400	581,500	100.0	477,400-	657,400
Cost of Outside News Service	10,700		8,000-	16,100	9,500		7,600-	14,400
Music License Fees	36,100		29,000-	43,500	36,000		28,700-	39,800
Rating Services	14,900		700-	26,900	9,000		0-	18,500
Travel & Entertainment	18,700		12,500-	24,600	18,500		12,300-	24,000
Depreciation & Amortization	67,000		52,900-	117,400	57,700		50,000-	110,000
Interest	3,300		0-	26,800	2,300		0-	29,600
Utility Costs	24,900		16,400-	45,000	24,700		16,300-	41,400
Bad Debt Expense	22,200		13,800-	33,900	21,000		12,300-	31,100
Corporate Allocation Charges	0		0-	38,800	0		0-	29,100
Employee Fringe Benefit Costs	51,800		20,700-	94,900	38,400		19,800-	94,100
Station Insurance Costs	10,900		6,500-	15,200	9,100		6,500-	12,700
Pre-Tax Profit	182,500		(15,500)-	379,900	266,300		156,000-	401,300
Profit Margin		13.57%	(1.14%)-	27.55%		19.69%	10.15%-	30.06%
Fulltime Employment	26		23-	31	24		23-	30
Parttime Employment	7		4-	9	6		4-	9

Table 53
AM/FM Revenue and Expense Yardsticks
Revenue Size $500,000 - $1 Million

	All Stations (107)				Profit Only Stations (83)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	719,200	100.0	608,600-	855,300	714,600	100.0	601,600-	840,400
Network Compensation	0	0.0	0-	3,400	0	0.0	0-	2,300
National & Regional Advertisers	100,200	13.9	59,400-	173,600	100,600	14.1	55,500-	159,500
Local Advertisers	619,000	86.1	518,300-	708,500	614,000	85.9	509,400-	708,400
Total Net Revenues	697,300		581,900-	814,600	701,300		581,900-	810,200
Political Advertising Revenue	10,700		5,700-	18,000	11,400		5,700-	18,900
Revenues Other Than Time Sales	4,700		0-	11,900	4,300		0-	11,900
Trade-Outs & Barter	22,000		2,800-	40,900	12,900		2,200-	34,900
Expenses:								
Engineering	38,600	6.0	25,400-	48,200	37,900	6.0	26,500-	47,200
Program & Production	159,900	24.7	120,700-	202,600	157,300	25.0	109,800-	189,800
News	33,300	5.2	15,000-	46,100	31,700	5.0	11,900-	45,400
Sales	142,700	22.1	89,400-	190,900	129,600	20.6	81,800-	179,400
Advertising & Promotion	25,800	4.0	13,600-	40,100	24,800	3.9	11,300-	34,700
General & Administrative	246,100	38.1	185,200-	292,800	248,100	39.4	181,900-	258,000
Total Expenses	646,400	100.0	525,600-	739,800	629,300	100.0	476,300-	676,200
Salaries:								
Engineering	16,500	4.9	11,400-	22,400	18,100	5.1	11,400-	21,200
Program & Production	106,800	31.9	76,500-	128,500	111,500	31.3	74,100-	129,800
News	28,000	8.4	19,300-	42,200	36,400	10.2	18,800-	46,200
Sales	102,400	30.6	83,500-	132,500	102,400	28.7	76,200-	130,500
Advertising & Promotion	8,400	2.5	5,400-	14,900	9,300	2.6	3,800-	14,800
General & Administrative	72,700	21.7	63,700-	96,600	79,000	22.1	63,300-	98,200
Total Salaries	334,900	100.0	265,800-	394,200	356,800	100.0	258,100-	391,100
Cost of Outside News Service	8,600		6,200-	11,400	8,200		5,800-	11,400
Music License Fees	18,600		15,000-	22,900	18,600		14,900-	23,200
Rating Services	500		0-	8,700	300		0-	6,900
Travel & Entertainment	10,700		6,100-	19,000	10,700		5,700-	17,500
Depreciation & Amortization	34,400		24,200-	59,200	28,700		22,500-	46,000
Interest	11,300		0-	40,200	4,800		0-	28,600
Utility Costs	17,500		11,300-	27,100	19,000		13,400-	26,900
Bad Debt Expense	7,700		3,600-	13,600	7,100		3,400-	11,200
Corporate Allocation Charges	0		0-	2,800	0		0-	200
Employee Fringe Benefit Costs	27,000		13,900-	44,000	26,500		13,800-	43,400
Station Insurance Costs	7,100		4,900-	9,900	7,100		4,900-	9,600
Pre-Tax Profit	50,900		3,100-	103,300	72,000		33,400-	133,000
Profit Margin		7.30%	0.54%-	16.01%		10.27%	4.99%-	18.29%
Fulltime Employment	18		15-	22	18		14-	22
Parttime Employment	5		4-	9	5		4-	9

Table 54
AM/FM Revenue and Expense Yardsticks
Revenue Size $400,000 - $500,000

	All Stations (40)				Profit Only Stations (28)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	460,300	100.0	431,700-	481,900	455,000	100.0	431,700-	479,400
Network Compensation	0	0.0	0-	500	0	0.0	0-	0
National & Regional Advertisers	47,700	10.4	21,600-	91,200	46,900	10.3	19,700-	91,400
Local Advertisers	412,600	89.6	368,100-	437,300	408,100	89.7	363,800-	437,300
Total Net Revenues	452,400		422,600-	468,600	449,900		420,400-	468,200
Political Advertising Revenue	7,600		4,300-	11,500	8,100		5,700-	11,500
Revenues Other Than Time Sales	1,100		0-	10,300	1,500		0-	10,700
Trade-Outs & Barter	9,600		0-	25,600	8,600		0-	24,600
Expenses:								
Engineering	27,300	6.6	15,600-	35,900	24,500	6.3	16,400-	37,700
Program & Production	102,000	24.5	78,600-	132,400	99,300	25.7	76,700-	121,700
News	23,100	5.6	13,300-	32,100	22,300	5.8	13,700-	32,100
Sales	73,400	17.6	55,800-	107,800	64,100	16.6	49,800-	88,000
Advertising & Promotion	6,200	1.5	4,500-	20,000	6,000	1.5	3,800-	9,800
General & Administrative	184,100	44.2	140,700-	240,500	170,700	44.1	120,000-	194,500
Total Expenses	416,100	100.0	367,400-	467,300	386,800	100.0	351,200-	404,600
Salaries:								
Engineering	9,600	4.3	6,200-	17,200	10,100	4.6	6,700-	16,200
Program & Production	71,800	31.8	56,500-	88,000	76,600	35.0	55,900-	85,300
News	14,400	6.4	11,400-	24,300	14,200	6.5	10,600-	21,700
Sales	56,700	25.2	43,000-	75,800	53,100	24.3	43,000-	75,300
Advertising & Promotion	16,400	7.3	0-	35,500	8,600	3.9	0-	17,000
General & Administrative	56,500	25.0	40,000-	72,900	56,300	25.7	39,500-	68,600
Total Salaries	225,400	100.0	181,500-	253,400	218,900	100.0	182,900-	245,600
Cost of Outside News Service	9,100		6,300-	11,700	9,100		7,200-	11,500
Music License Fees	11,500		10,300-	13,100	11,300		10,300-	12,600
Rating Services	0		0-	1,000	0		0-	600
Travel & Entertainment	8,100		3,700-	13,500	8,000		2,900-	13,000
Depreciation & Amortization	26,700		20,300-	50,800	24,800		15,100-	41,000
Interest	13,300		100-	28,200	15,000		300-	26,000
Utility Costs	11,600		8,400-	21,700	10,700		8,200-	18,800
Bad Debt Expense	4,500		2,200-	8,700	4,200		600-	8,100
Corporate Allocation Charges	0		0-	0	0		0-	0
Employee Fringe Benefit Costs	17,000		4,100-	21,800	14,600		4,100-	21,800
Station Insurance Costs	4,000		3,200-	4,800	3,800		3,000-	4,700
Pre-Tax Profit	36,300		(15,900)-	72,400	63,100		26,800-	87,500
Profit Margin		8.02%	(3.82%)-	16.57%		14.02%	6.52%-	19.51%
Fulltime Employment	13		12-	15	13		12-	15
Parttime Employment	4		3-	7	5		2-	7

Table 55
AM/FM Revenue and Expense Yardsticks
Revenue Size $300,000 - $400,000

	All Stations (50)				Profit Only Stations (29)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	361,300	100.0	329,800-	381,500	357,400	100.0	330,100-	378,400
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	35,800	9.9	15,700-	64,100	31,900	8.9	14,800-	57,900
Local Advertisers	325,500	90.1	299,300-	344,500	325,400	91.1	300,000-	341,300
Total Net Revenues	347,100		321,700-	375,500	338,900		322,100-	372,300
Political Advertising Revenue	5,800		2,100-	7,900	2,700		2,200-	6,200
Revenues Other Than Time Sales	0		0-	3,000	1,400		0-	2,900
Trade-Outs & Barter	2,400		0-	6,500	0		0-	6,500
Expenses:								
Engineering	15,600	4.6	11,000-	24,800	13,300	4.7	8,700-	24,500
Program & Production	89,600	26.5	72,300-	98,900	78,200	27.6	62,400-	96,400
News	17,200	5.1	10,100-	28,500	20,400	7.2	10,700-	31,600
Sales	66,300	19.6	50,100-	77,000	58,000	20.4	41,800-	71,900
Advertising & Promotion	5,100	1.5	1,600-	13,600	5,000	1.8	1,300-	16,100
General & Administrative	144,200	42.7	110,000-	177,600	108,800	38.4	91,200-	141,600
Total Expenses	338,100	100.0	274,300-	387,100	283,700	100.0	239,400-	318,900
Salaries:								
Engineering	5,200	2.8	100-	11,800	5,300	3.1	1,000-	13,300
Program & Production	51,400	28.4	47,200-	70,000	47,200	27.7	42,600-	70,000
News	13,000	7.2	10,900-	17,600	12,800	7.5	6,900-	18,000
Sales	55,700	30.8	43,800-	66,200	50,900	29.9	38,700-	68,300
Advertising & Promotion	9,900	5.4	10,000-	10,600	9,400	5.5	10,000-	10,000
General & Administrative	45,900	25.4	32,500-	73,100	45,000	26.4	38,100-	70,200
Total Salaries	181,100	100.0	156,200-	280,800	170,700	100.0	155,700-	209,300
Cost of Outside News Service	7,700		5,800-	11,100	7,800		5,600-	11,000
Music License Fees	10,200		8,300-	11,300	10,200		8,700-	11,600
Rating Services	0		0-	0	0		0-	0
Travel & Entertainment	5,000		1,500-	8,300	4,100		700-	6,700
Depreciation & Amortization	18,800		9,300-	41,400	13,500		8,400-	45,700
Interest	5,500		0-	20,600	4,000		0-	22,800
Utility Costs	7,900		5,600-	12,100	8,500		6,000-	12,000
Bad Debt Expense	2,700		800-	5,300	2,700		1,200-	5,200
Corporate Allocation Charges	0		0-	3,000	0		0-	0
Employee Fringe Benefit Costs	9,000		4,700-	19,600	7,300		4,000-	19,100
Station Insurance Costs	3,800		2,400-	6,800	3,200		2,000-	7,300
Pre-Tax Profit	9,000		(14,400)-	70,400	55,300		21,200-	116,000
Profit Margin		2.59%	(3.85%)-	20.58%		16.30%	5.87%-	33.14%
Fulltime Employment	12		10-	14	12		10-	14
Parttime Employment	4		3-	6	4		3-	6

Table 56
AM/FM Revenue and Expense Yardsticks
Revenue Size $200,000 - $300,000

	All Stations (54)				Profit Only Stations (40)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	254,000	100.0	233,000-	270,700	253,300	100.0	227,800-	273,400
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	13,900	5.5	0-	34,300	13,900	5.5	0-	36,600
Local Advertisers	240,100	94.5	215,700-	253,200	239,400	94.5	212,500-	250,300
Total Net Revenues	250,900		229,300-	273,500	253,600		226,100-	277,100
Political Advertising Revenue	4,000		2,300-	7,200	5,200		2,800-	8,300
Revenues Other Than Time Sales	0		0-	3,700	0		0-	3,700
Trade-Outs & Barter	4,100		0-	11,900	1,300		0-	11,300
Expenses:								
Engineering	10,800	4.7	8,000-	16,900	10,800	4.7	8,000-	15,600
Program & Production	61,700	27.0	48,800-	86,500	61,800	27.2	42,800-	82,100
News	13,500	5.9	5,700-	25,600	12,100	5.3	5,200-	16,900
Sales	39,000	17.1	33,200-	56,200	38,700	17.1	31,000-	54,900
Advertising & Promotion	3,400	1.5	2,000-	9,100	2,600	1.2	1,600-	4,400
General & Administrative	100,000	43.7	93,200-	133,500	101,200	44.6	90,000-	128,800
Total Expenses	228,500	100.0	195,600-	261,600	227,200	100.0	191,100-	234,800
Salaries:								
Engineering	2,900	2.3	400-	8,300	2,800	2.2	500-	5,900
Program & Production	42,300	33.2	34,100-	64,100	41,800	32.9	33,600-	56,200
News	9,900	7.8	10,000-	14,300	10,000	7.9	10,000-	12,300
Sales	34,300	26.9	28,600-	50,800	32,700	25.7	23,500-	44,500
Advertising & Promotion	2,900	2.3	0-	6,700	0	0.0	0-	0
General & Administrative	35,000	27.5	30,700-	48,100	39,700	31.2	24,300-	47,400
Total Salaries	127,300	100.0	110,300-	139,400	127,100	100.0	107,800-	134,100
Cost of Outside News Service	6,600		5,100-	8,600	6,300		4,400-	8,300
Music License Fees	6,800		6,000-	8,100	6,800		6,200-	8,300
Rating Services	0		0-	0	0		0-	0
Travel & Entertainment	4,100		1,200-	9,500	4,100		900-	9,500
Depreciation & Amortization	15,100		8,700-	24,400	12,000		7,300-	21,600
Interest	5,300		700-	21,000	4,200		700-	16,900
Utility Costs	8,100		5,200-	11,700	8,000		5,000-	11,400
Bad Debt Expense	1,900		900-	3,700	1,600		300-	3,500
Corporate Allocation Charges	0		0-	0	0		0-	0
Employee Fringe Benefit Costs	7,500		4,700-	20,100	6,300		4,700-	14,100
Station Insurance Costs	3,400		2,200-	4,800	3,300		2,100-	5,100
Pre-Tax Profit	22,400		(6,500)-	47,900	26,500		15,400-	64,100
Profit Margin		8.93%	(2.65%)-	17.32%		10.44%	6.12%-	27.92%
Fulltime Employment	10		8-	11	9		7-	10
Parttime Employment	4		3-	6	4		2-	6

Table 57
AM/FM Revenue and Expense Yardsticks
Revenue Size Under $200,000

	All Stations (42)				Profit Only Stations (28)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	168,000	100.0	142,700-	182,500	171,100	100.0	150,700-	183,200
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	10,200	6.1	1,700-	20,000	9,700	5.7	2,400-	16,900
Local Advertisers	157,800	93.9	115,200-	179,400	161,400	94.3	138,300-	179,500
Total Net Revenues	158,900		141,600-	178,900	170,500		149,200-	180,700
Political Advertising Revenue	4,000		1,800-	7,000	5,900		2,000-	7,700
Revenues Other Than Time Sales	0		0-	1,300	0		0-	2,300
Trade-Outs & Barter	0		0-	2,700	300		0-	2,000
Expenses:								
Engineering	5,600	4.0	4,300-	9,700	6,000	4.2	4,400-	7,200
Program & Production	40,200	28.2	24,600-	51,200	38,200	26.7	17,400-	50,700
News	5,500	3.8	2,400-	10,400	5,500	3.9	2,900-	5,800
Sales	23,500	16.5	16,800-	33,600	26,800	18.8	16,900-	33,600
Advertising & Promotion	1,100	0.8	700-	3,000	1,200	0.9	500-	1,900
General & Administrative	66,600	46.7	37,000-	95,600	65,200	45.6	32,800-	73,200
Total Expenses	142,600	100.0	94,200-	181,700	143,000	100.0	91,900-	161,700
Salaries:								
Engineering	1,100	1.4	0-	3,900	3,200	3.8	200-	3,900
Program & Production	30,300	39.0	25,700-	38,800	30,100	35.9	24,800-	38,800
News	4,500	5.9	500-	9,500	4,000	4.8	0-	7,600
Sales	20,900	27.0	5,400-	33,500	24,400	29.1	1,900-	32,000
Advertising & Promotion	900	1.2	0-	35,400	0	0.0	0-	0
General & Administrative	19,900	25.6	16,000-	31,000	22,000	26.3	17,200-	31,000
Total Salaries	77,600	100.0	68,100-	91,000	83,900	100.0	64,900-	87,700
Cost of Outside News Service	5,700		4,400-	7,700	5,600		3,900-	7,800
Music License Fees	4,500		3,400-	5,800	4,500		4,000-	5,500
Rating Services	0		0-	0	0		0-	0
Travel & Entertainment	4,000		500-	4,800	4,000		200-	4,800
Depreciation & Amortization	12,100		2,700-	23,500	11,700		2,700-	23,300
Interest	500		0-	8,200	0		0-	1,000
Utility Costs	6,400		4,300-	14,600	6,000		4,100-	10,400
Bad Debt Expense	500		0-	2,100	200		0-	1,200
Corporate Allocation Charges	0		0-	12,000	0		0-	1,600
Employee Fringe Benefit Costs	5,900		1,700-	10,600	4,200		1,600-	11,100
Station Insurance Costs	3,700		1,600-	5,500	3,900		1,600-	4,900
Pre-Tax Profit	16,300		(5,900)-	45,600	27,500		15,400-	59,800
Profit Margin		10.25%	(7.81%)-	28.80%		16.14%	8.65%-	42.82%
Fulltime Employment	6		5-	8	6		5-	7
Parttime Employment	4		2-	6	4		2-	6

Table 58
Daytime Stations
Nationwide

Revenue & Expense Items	All Stations (131)				Profit Only Stations (80)			
	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	181,400	100.0	117,000-	314,500	200,600	100.0	120,500-	366,400
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	13,200	7.3	0-	40,300	15,600	7.8	600-	44,200
Local Advertisers	168,200	92.7	100,900-	232,700	185,100	92.2	106,200-	286,800
Total Net Revenues	179,700		120,000-	300,000	202,500		121,800-	358,100
Political Advertising Revenue	2,700		700-	5,900	2,500		700-	6,300
Revenues Other Than Time Sales	0		0-	2,100	300		0-	5,500
Trade-Outs & Barter	8,900		1,000-	23,500	6,800		0-	18,200
Expenses:								
Engineering	6,800	4.1	4,400-	15,100	7,600	4.6	6,300-	17,100
Program & Production	39,300	23.5	32,900-	67,300	39,300	23.5	31,500-	72,600
News	7,500	4.5	4,400-	19,400	7,700	4.6	4,200-	22,500
Sales	31,500	18.8	21,900-	70,300	31,400	18.8	17,000-	74,300
Advertising & Promotion	3,000	1.8	1,600-	11,700	3,300	1.9	1,700-	12,900
General & Administrative	79,300	47.4	65,500-	140,500	78,000	46.6	52,500-	140,000
Total Expenses	167,500	100.0	105,800-	281,800	167,300	100.0	95,500-	277,600
Salaries:								
Engineering	2,100	2.7	0-	7,600	3,100	3.6	0-	7,500
Program & Production	22,100	28.6	24,000-	46,500	30,000	34.4	23,900-	47,600
News	8,100	10.5	4,100-	16,300	10,200	11.7	3,500-	29,600
Sales	19,800	25.7	12,200-	49,400	16,100	18.5	10,500-	54,000
Advertising & Promotion	2,300	3.0	800-	4,200	3,200	3.7	2,000-	14,200
General & Administrative	22,800	29.5	19,800-	44,900	24,500	28.1	22,200-	50,300
Total Salaries	77,100	100.0	56,600-	136,400	87,100	100.0	55,300-	150,100
Cost of Outside News Service	5,500		2,700-	7,900	5,500		1,600-	7,700
Music License Fees	4,300		3,200-	7,200	4,400		3,200-	8,100
Rating Services	0		0-	0	0		0-	0
Travel & Entertainment	3,700		1,500-	7,700	3,600		1,800-	7,300
Depreciation & Amortization	13,100		6,100-	25,600	11,400		5,400-	28,300
Interest	3,900		100-	19,800	3,600		0-	10,900
Utility Costs	5,200		2,900-	8,100	4,700		2,900-	7,700
Bad Debt Expense	2,300		600-	6,400	2,600		600-	6,600
Corporate Allocation Charges	0		0-	200	0		0-	0
Employee Fringe Benefit Costs	7,300		2,500-	16,400	4,800		2,500-	12,400
Station Insurance Costs	2,200		1,000-	3,900	2,300		1,000-	3,900
Pre-Tax Profit	12,200		(13,400)-	52,900	35,200		15,900-	68,400
Profit Margin		6.80%	(8.69%)-	20.67%		17.40%	8.34%-	31.61%
Fulltime Employment	7		4-	9	7		5-	9
Parttime Employment	3		2-	4	3		2-	4

Table 59
Daytime Revenue and Expense Yardsticks
Population Size 1 Million & Over

	All Stations (13)				Profit Only Stations (8)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	274,100	100.0	206,400-	386,400	364,200	100.0	213,900-	511,000
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	22,200	8.1	100-	72,800	62,300	17.1	0-	200,100
Local Advertisers	252,000	91.9	163,500-	339,600	301,800	82.9	162,200-	453,900
Total Net Revenues	274,900		206,400-	369,900	333,100		213,900-	503,700
Political Advertising Revenue	800		500-	10,400	800		400-	14,200
Revenues Other Than Time Sales	0		0-	400	0		0-	4,300
Trade-Outs & Barter	20,500		16,100-	45,100	18,000		9,500-	47,700
Expenses:								
Engineering	8,000	3.2	8,500-	27,000	15,400	5.5	9,200-	32,900
Program & Production	37,400	15.0	33,800-	90,400	41,700	14.8	20,700-	123,200
News	9,500	3.8	7,300-	13,600	12,200	4.4	9,900-	13,700
Sales	36,600	14.7	37,200-	73,000	35,600	12.7	35,400-	83,200
Advertising & Promotion	22,700	9.1	3,400-	80,700	25,300	9.0	1,700-	82,400
General & Administrative	135,100	54.2	124,200-	187,500	150,600	53.7	101,500-	223,200
Total Expenses	249,300	100.0	201,900-	351,200	280,700	100.0	161,000-	406,900
Salaries:								
Engineering	3,400	4.0	0-	7,000	3,500	4.1	0-	8,600
Program & Production	24,600	28.9	17,000-	61,400	25,000	30.0	16,600-	91,300
News	11,000	12.9	13,300-	13,300	11,100	13.3	13,300-	13,300
Sales	10,600	12.4	10,500-	41,200	10,400	12.4	8,100-	46,200
Advertising & Promotion	2,800	3.3	3,500-	3,500	2,900	3.4	3,500-	3,500
General & Administrative	32,700	38.4	33,800-	74,500	30,600	36.7	22,800-	72,000
Total Salaries	85,200	100.0	69,100-	177,100	83,400	100.0	71,800-	194,800
Cost of Outside News Service	6,000		5,700-	8,200	7,100		5,800-	10,700
Music License Fees	6,100		4,400-	8,600	7,400		4,600-	14,600
Rating Services	400		0-	6,100	400		0-	3,200
Travel & Entertainment	6,200		1,600-	20,500	3,200		1,100-	15,700
Depreciation & Amortization	39,400		21,900-	58,500	56,200		23,700-	74,500
Interest	31,500		0-	55,400	33,700		1,700-	65,700
Utility Costs	4,000		2,600-	10,500	9,600		3,500-	15,700
Bad Debt Expense	9,400		3,500-	20,900	9,900		8,000-	26,300
Corporate Allocation Charges	0		0-	63,500	0		0-	63,500
Employee Fringe Benefit Costs	4,700		2,200-	14,800	3,600		2,000-	11,000
Station Insurance Costs	2,900		1,100-	5,200	3,400		1,900-	6,400
Pre-Tax Profit	25,600		(13,000)-	62,700	52,400		21,100-	70,400
Profit Margin		9.30%	(4.64%)-	18.18%		15.72%	10.77%-	21.48%
Fulltime Employment	8		5-	12	7		5-	11
Parttime Employment	4		2-	5	4		2-	5

Table 60
Daytime Revenue and Expense Yardsticks
Population Size 100,000 - 1 Million

	All Stations (31)				Profit Only Stations (16)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	246,900	100.0	152,400-	359,400	228,400	100.0	121,000-	370,100
Network Compensation	0	0.0	0-	3,100	0	0.0	0-	2,300
National & Regional Advertisers	36,900	14.9	3,700-	73,600	39,300	17.2	2,700-	108,700
Local Advertisers	210,000	85.1	108,600-	243,500	189,100	82.8	72,600-	263,400
Total Net Revenues	229,600		146,400-	348,200	222,700		121,300-	345,700
Political Advertising Revenue	4,100		1,300-	8,500	3,100		1,100-	11,300
Revenues Other Than Time Sales	0		0-	900	700		0-	9,600
Trade-Outs & Barter	15,400		1,500-	34,900	18,100		0-	36,100
Expenses:								
Engineering	9,100	4.0	5,200-	31,200	17,100	9.1	7,800-	62,200
Program & Production	50,900	22.4	43,700-	78,400	32,600	17.4	21,200-	63,200
News	9,500	4.2	7,500-	45,700	35,200	18.9	10,000-	99,600
Sales	52,600	23.1	30,200-	86,100	34,200	18.3	28,500-	113,400
Advertising & Promotion	7,100	3.1	2,100-	23,900	4,500	2.4	3,700-	20,800
General & Administrative	98,100	43.2	84,900-	173,300	63,200	33.8	39,800-	199,500
Total Expenses	227,300	100.0	140,300-	329,400	186,800	100.0	73,300-	275,200
Salaries:								
Engineering	3,500	3.5	1,500-	11,500	5,400	4.8	2,900-	15,600
Program & Production	25,800	25.5	31,700-	55,300	19,900	17.8	17,300-	46,000
News	11,000	10.8	6,600-	56,200	31,400	28.0	49,000-	78,000
Sales	30,000	29.8	29,900-	62,400	24,800	22.1	26,800-	89,600
Advertising & Promotion	2,700	2.7	1,800-	19,000	6,900	6.2	4,000-	24,000
General & Administrative	28,000	27.7	19,700-	54,500	23,700	21.2	13,100-	77,400
Total Salaries	101,000	100.0	67,200-	154,600	112,100	100.0	51,100-	142,900
Cost of Outside News Service	5,700		2,400-	9,100	5,600		1,300-	8,200
Music License Fees	5,100		3,300-	8,800	4,000		3,000-	8,100
Rating Services	0		0-	1,500	0		0-	6,200
Travel & Entertainment	4,800		1,500-	8,500	3,600		1,000-	6,300
Depreciation & Amortization	23,200		10,500-	29,200	30,400		13,100-	80,500
Interest	1,100		0-	14,500	0		0-	6,800
Utility Costs	5,400		3,600-	8,600	6,100		1,200-	7,400
Bad Debt Expense	4,900		1,500-	7,700	6,600		3,100-	7,800
Corporate Allocation Charges	0		0-	12,600	0		0-	0
Employee Fringe Benefit Costs	11,600		4,800-	19,400	2,500		0-	6,000
Station Insurance Costs	1,000		600-	5,200	2,600		300-	10,600
Pre-Tax Profit	2,400		(64,000)-	28,600	35,900		10,900-	88,800
Profit Margin		1.03%	(27.89%)-	17.18%		16.13%	7.43%-	36.58%
Fulltime Employment	7		6-	11	7		4-	9
Parttime Employment	4		3-	5	4		3-	5

Table 61
Daytime Revenue and Expense Yardsticks
Population Size 10,000 - 100,000

	All Stations (28)				Profit Only Stations (17)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	235,600	100.0	145,300-	382,500	363,100	100.0	157,900-	408,200
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	18,400	7.8	0-	58,200	18,500	5.1	0-	59,600
Local Advertisers	217,200	92.2	130,100-	307,800	344,700	94.9	12,600-	58,500
Total Net Revenues	227,200		144,600-	374,900	366,400		157,500-	409,600
Political Advertising Revenue	2,700		600-	6,300	2,300		200-	5,900
Revenues Other Than Time Sales	900		0-	5,600	2,600		100-	11,100
Trade-Outs & Barter	12,100		1,900-	18,800	11,700		1,300-	16,000
Expenses:								
Engineering	7,600	3.7	7,100-	13,400	10,800	3.6	7,700-	16,200
Program & Production	43,900	21.5	35,500-	92,400	73,900	24.4	50,900-	96,000
News	14,500	7.1	6,800-	29,000	18,300	6.1	4,600-	28,800
Sales	40,900	20.0	27,100-	85,900	68,700	22.7	31,600-	98,100
Advertising & Promotion	4,100	2.0	1,800-	12,600	7,200	2.4	3,100-	16,900
General & Administrative	93,500	45.7	75,500-	144,100	123,700	40.9	75,500-	146,500
Total Expenses	204,500	100.0	112,200-	348,200	302,700	100.0	101,400-	349,900
Salaries:								
Engineering	2,100	2.6	0-	7,400	3,900	2.4	0-	7,400
Program & Production	24,300	30.3	25,400-	54,700	50,000	31.2	37,300-	61,100
News	7,200	9.0	6,100-	15,000	11,000	6.8	2,700-	15,000
Sales	26,500	33.1	19,000-	62,800	57,200	35.7	20,000-	82,700
Advertising & Promotion	300	0.4	500-	500	500	0.3	500-	500
General & Administrative	19,900	24.7	21,000-	51,500	37,800	23.6	21,600-	56,300
Total Salaries	80,300	100.0	62,300-	161,000	160,300	100.0	61,600-	176,100
Cost of Outside News Service	5,500		3,600-	8,400	5,500		3,700-	8,000
Music License Fees	5,800		3,300-	9,000	6,600		4,300-	11,200
Rating Services	0		0-	400	0		0-	1,200
Travel & Entertainment	4,300		1,100-	7,700	6,600		3,100-	10,600
Depreciation & Amortization	18,100		10,000-	31,600	13,000		6,500-	30,800
Interest	7,400		3,600-	27,700	6,000		3,600-	27,700
Utility Costs	5,700		2,700-	9,300	4,800		2,400-	9,900
Bad Debt Expense	2,400		700-	6,100	2,800		700-	6,100
Corporate Allocation Charges	0		0-	700	0		0-	1,100
Employee Fringe Benefit Costs	6,600		2,900-	18,300	6,600		4,200-	24,300
Station Insurance Costs	3,200		1,800-	4,300	3,300		2,200-	5,600
Pre-Tax Profit	22,700		(31,700)-	67,700	63,800		24,300-	81,900
Profit Margin		10.01%	(15.08%)-	21.36%		17.40%	12.42%-	35.83%
Fulltime Employment	8		5-	10	9		4-	12
Parttime Employment	3		2-	4	4		1-	5

Table 62
Daytime Revenue and Expense Yardsticks
Population Size Under 10,000

	All Stations (59)				Profit Only Stations (39)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	139,700	100.0	105,100-	200,900	157,100	100.0	116,200-	277,200
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	7,600	5.5	0-	23,000	10,000	6.4	3,000-	27,500
Local Advertisers	132,100	94.5	97,500-	198,900	147,100	93.6	100,000-	208,700
Total Net Revenues	135,300		105,000-	204,700	168,800		115,500-	277,200
Political Advertising Revenue	2,700		1,100-	4,700	2,700		1,100-	4,700
Revenues Other Than Time Sales	0		0-	2,200	200		0-	3,200
Trade-Outs & Barter	4,100		0-	9,500	1,500		0-	8,700
Expenses:								
Engineering	5,800	4.7	3,000-	14,000	8,000	5.8	2,200-	13,500
Program & Production	33,000	26.4	28,000-	60,100	41,800	30.1	30,200-	59,500
News	4,300	3.5	2,300-	11,500	4,900	3.5	2,800-	11,400
Sales	21,000	16.8	11,000-	41,000	24,000	17.3	7,700-	46,500
Advertising & Promotion	1,800	1.5	800-	4,500	2,400	1.7	800-	5,200
General & Administrative	58,900	47.2	45,800-	107,900	57,600	41.5	42,900-	110,000
Total Expenses	125,000	100.0	94,500-	193,400	138,800	100.0	87,300-	213,100
Salaries:								
Engineering	2,300	3.3	0-	5,500	2,700	3.3	0-	5,800
Program & Production	24,400	34.8	23,100-	37,600	28,900	35.4	23,300-	37,500
News	5,100	7.2	700-	17,800	7,900	9.6	1,400-	32,400
Sales	11,800	16.8	9,000-	24,200	11,200	13.7	8,200-	29,600
Advertising & Promotion	2,900	4.1	0-	4,400	4,400	5.4	4,400-	4,400
General & Administrative	23,700	33.8	17,700-	39,400	26,700	32.7	22,200-	37,000
Total Salaries	70,100	100.0	50,200-	94,300	81,700	100.0	53,300-	115,300
Cost of Outside News Service	4,500		1,000-	6,400	4,600		500-	6,600
Music License Fees	3,900		3,000-	5,600	4,100		3,200-	7,000
Rating Services	0		0-	0	0		0-	0
Travel & Entertainment	2,400		1,500-	6,300	2,400		1,500-	6,300
Depreciation & Amortization	7,400		4,100-	13,100	7,200		2,500-	12,200
Interest	2,700		100-	9,400	2,200		0-	8,500
Utility Costs	4,500		2,800-	7,000	4,000		2,800-	6,900
Bad Debt Expense	1,000		0-	2,500	1,000		0-	2,700
Corporate Allocation Charges	0		0-	0	0		0-	0
Employee Fringe Benefit Costs	6,500		2,200-	9,500	4,500		1,600-	11,100
Station Insurance Costs	1,700		1,000-	3,400	1,300		800-	2,700
Pre-Tax Profit	10,400		(5,900)-	42,700	30,100		9,800-	58,000
Profit Margin		7.65%	(5.73%)-	21.53%		17.81%	7.54%-	33.23%
Fulltime Employment	6		4-	8	6		5-	8
Parttime Employment	3		2-	3	2		2-	3

Table 63
Daytime Revenue and Expense Yardsticks
Revenue Size $400,000 & Over

	All Stations (15)				Profit Only Stations (13)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	467,900	100.0	418,800-	553,700	467,900	100.0	415,600-	596,200
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	42,300	9.0	600-	83,600	40,200	8.6	300-	78,600
Local Advertisers	425,600	91.0	361,600-	474,900	427,600	91.4	377,900-	508,500
Total Net Revenues	468,700		413,600-	553,900	467,200		413,000-	560,200
Political Advertising Revenue	7,200		900-	13,000	7,200		600-	12,600
Revenues Other Than Time Sales	7,000		100-	20,900	7,000		300-	19,200
Trade-Outs & Barter	18,000		6,900-	51,200	18,000		9,100-	42,600
Expenses:								
Engineering	18,100	4.6	13,300-	41,900	18,100	4.7	14,700-	38,700
Program & Production	91,700	23.1	67,200-	124,100	86,500	22.4	67,100-	96,000
News	26,600	6.7	10,700-	45,000	26,500	6.9	10,700-	45,000
Sales	102,000	25.7	74,200-	152,800	96,400	25.0	67,500-	132,400
Advertising & Promotion	26,600	6.7	12,300-	32,300	26,500	6.9	12,300-	32,300
General & Administrative	132,500	33.3	103,700-	238,200	131,800	34.2	100,000-	187,700
Total Expenses	397,500	100.0	310,600-	512,100	385,900	100.0	303,000-	444,000
Salaries:								
Engineering	5,000	2.4	5,300-	15,100	5,300	2.6	5,200-	13,200
Program & Production	44,700	21.6	38,100-	73,900	42,100	20.7	37,700-	63,800
News	20,900	10.1	13,300-	33,300	22,700	11.2	13,300-	33,300
Sales	69,800	33.7	21,700-	108,300	75,500	37.1	11,800-	102,700
Advertising & Promotion	20,900	10.1	24,000-	24,000	22,700	11.1	24,000-	24,000
General & Administrative	46,000	22.2	22,700-	80,900	35,400	17.4	21,600-	59,600
Total Salaries	207,200	100.0	148,600-	234,100	203,700	100.0	126,800-	215,700
Cost of Outside News Service	7,700		1,800-	8,600	4,200		1,100-	8,700
Music License Fees	12,400		10,600-	13,800	12,400		7,800-	13,300
Rating Services	0		0-	3,100	0		0-	3,000
Travel & Entertainment	8,200		3,600-	13,700	5,700		3,500-	15,900
Depreciation & Amortization	25,300		13,900-	39,500	23,700		11,300-	35,900
Interest	6,000		2,100-	27,800	6,000		2,800-	16,000
Utility Costs	7,400		5,000-	13,400	7,200		4,300-	16,300
Bad Debt Expense	3,200		2,400-	9,700	3,200		2,500-	9,400
Corporate Allocation Charges	0		0-	0	0		0-	0
Employee Fringe Benefit Costs	7,100		4,100-	19,400	6,500		3,100-	18,500
Station Insurance Costs	4,300		3,600-	9,400	4,300		3,400-	7,900
Pre-Tax Profit	71,200		10,600-	179,500	81,300		30,600-	183,000
Profit Margin		15.19%	1.74%-	34.16%		17.40%	6.94%-	35.98%
Fulltime Employment	12		10-	15	12		10-	14
Parttime Employment	4		3-	5	4		3-	5

Table 64
Daytime Revenue and Expense Yardsticks
Revenue Size $250,000 - $400,000

	All Stations (28)				Profit Only Stations (19)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	335,400	100.0	287,100-	376,900	354,300	100.0	298,200-	381,200
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	44,200	13.2	10,500-	97,400	62,300	17.6	12,700-	116,600
Local Advertisers	291,200	86.8	221,500-	307,800	292,000	82.4	187,600-	313,400
Total Net Revenues	326,600		278,800-	365,200	334,400		294,600-	374,200
Political Advertising Revenue	4,100		600-	8,200	2,800		100-	5,300
Revenues Other Than Time Sales	0		0-	3,400	0		0-	4,700
Trade-Outs & Barter	17,500		3,000-	27,700	8,200		0-	19,300
Expenses:								
Engineering	11,100	3.8	8,300-	30,600	11,500	4.1	7,800-	24,600
Program & Production	58,600	20.2	45,600-	80,000	59,500	21.2	46,600-	70,200
News	15,000	5.2	7,800-	42,900	15,600	5.6	5,600-	66,400
Sales	58,100	20.0	40,800-	75,800	53,500	19.1	35,000-	70,400
Advertising & Promotion	4,400	1.5	3,600-	17,600	4,200	1.5	3,600-	4,400
General & Administrative	143,400	49.3	110,500-	177,400	136,200	48.6	103,900-	169,300
Total Expenses	290,700	100.0	259,800-	348,500	280,500	100.0	254,000-	311,000
Salaries:								
Engineering	7,200	4.8	3,100-	11,400	7,200	4.7	1,200-	10,900
Program & Production	43,800	28.9	26,100-	55,100	43,800	28.3	25,900-	53,800
News	10,400	6.9	6,800-	30,700	11,400	7.3	6,900-	62,200
Sales	43,600	28.9	32,500-	56,600	43,700	28.2	17,500-	54,500
Advertising & Promotion	3,900	2.6	3,800-	4,400	4,100	2.6	4,000-	4,400
General & Administrative	42,200	27.9	32,900-	51,800	44,800	28.9	31,200-	55,000
Total Salaries	151,200	100.0	125,700-	177,300	154,900	100.0	125,700-	176,700
Cost of Outside News Service	6,200		4,300-	10,000	6,000		4,600-	10,400
Music License Fees	7,800		6,500-	9,400	7,900		7,000-	9,500
Rating Services	0		0-	400	0		0-	300
Travel & Entertainment	7,000		2,700-	11,600	6,500		2,100-	8,000
Depreciation & Amortization	23,100		9,000-	36,300	13,000		6,500-	32,600
Interest	5,800		800-	27,600	5,100		700-	18,700
Utility Costs	6,300		3,500-	9,000	5,000		3,100-	8,000
Bad Debt Expense	4,900		500-	7,800	4,500		200-	6,700
Corporate Allocation Charges	0		0-	3,400	500		0-	6,500
Employee Fringe Benefit Costs	11,600		3,500-	21,600	6,000		3,000-	21,400
Station Insurance Costs	2,700		1,000-	4,100	2,400		1,500-	3,500
Pre-Tax Profit	35,900		(20,200)-	61,900	54,000		32,700-	81,200
Profit Margin		11.00%	(7.62%)-	20.87%		16.13%	10.89%-	21.92%
Fulltime Employment	9		7-	11	9		7-	10
Parttime Employment	3		2-	5	4		2-	5

Table 65
Daytime Revenue and Expense Yardsticks
Revenue Size $150,000 - $250,000

	All Stations (37)				Profit Only Stations (21)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	198,900	100.0	170,600-	215,200	181,400	100.0	163,600-	207,900
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	13,800	6.9	0-	32,300	5,200	2.9	0-	27,200
Local Advertisers	185,100	93.1	152,000-	204,000	176,200	97.1	154,800-	205,400
Total Net Revenues	197,300		167,400-	215,200	179,700		165,000-	207,500
Political Advertising Revenue	2,100		700-	4,100	1,500		700-	3,700
Revenues Other Than Time Sales	0		0-	100	0		0-	1,100
Trade-Outs & Barter	9,400		2,200-	21,900	8,700		2,800-	14,100
Expenses:								
Engineering	8,200	4.4	5,000-	13,100	10,600	7.5	8,500-	11,700
Program & Production	47,500	25.1	28,600-	64,700	14,100	9.9	9,100-	48,100
News	8,300	4.4	4,400-	22,100	4,700	3.3	1,700-	9,200
Sales	29,000	15.4	23,300-	65,200	28,400	20.0	18,200-	34,400
Advertising & Promotion	2,800	1.5	1,500-	6,000	6,500	4.6	1,600-	6,900
General & Administrative	93,200	49.3	77,000-	137,200	77,500	54.7	55,300-	108,600
Total Expenses	189,000	100.0	133,000-	233,300	141,800	100.0	96,000-	165,900
Salaries:								
Engineering	2,300	2.4	0-	6,100	2,900	4.0	1,200-	6,900
Program & Production	28,100	29.7	23,100-	43,100	28,700	40.1	18,100-	37,900
News	10,300	10.8	5,800-	15,600	5,800	8.1	200-	12,000
Sales	19,900	21.0	12,400-	41,300	11,000	15.4	4,700-	18,400
Advertising & Promotion	2,600	2.7	500-	3,500	1,900	2.6	500-	3,500
General & Administrative	31,400	33.2	18,100-	42,900	21,400	29.9	9,100-	34,800
Total Salaries	94,500	100.0	67,100-	111,200	71,600	100.0	62,300-	87,600
Cost of Outside News Service	5,800		4,000-	8,000	5,700		200-	7,800
Music License Fees	4,900		3,400-	6,100	4,300		3,200-	5,300
Rating Services	0		0-	0	0		0-	0
Travel & Entertainment	2,900		1,600-	5,600	1,900		400-	2,800
Depreciation & Amortization	16,700		7,900-	24,600	22,300		3,400-	60,600
Interest	3,300		0-	21,900	9,400		0-	28,800
Utility Costs	5,200		2,800-	9,000	5,300		2,600-	7,500
Bad Debt Expense	2,900		1,700-	7,100	6,300		1,500-	19,200
Corporate Allocation Charges	0		0-	0	0		0-	0
Employee Fringe Benefit Costs	10,000		3,000-	17,100	3,500		1,000-	18,000
Station Insurance Costs	1,700		1,000-	3,500	1,600		1,300-	5,600
Pre-Tax Profit	8,300		(17,300)-	59,900	37,900		16,000-	72,200
Profit Margin		4.20%	(9.30%)-	28.63%		21.11%	7.54%-	44.64%
Fulltime Employment	7		5-	8	6		5-	8
Parttime Employment	3		2-	4	3		2-	4

Table 66
Daytime Revenue and Expense Yardsticks
Revenue Size $100,000 - $150,000

	All Stations (33)				Profit Only Stations (21)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	122,100	100.0	114,700-	140,500	116,500	100.0	113,700-	124,900
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	7,300	5.9	3,200-	16,800	7,600	6.5	3,300-	16,800
Local Advertisers	114,900	94.1	99,000-	127,200	109,000	93.5	98,300-	120,600
Total Net Revenues	122,100		113,800-	138,300	116,500		113,200-	124,800
Political Advertising Revenue	2,700		900-	4,600	2,600		700-	3,700
Revenues Other Than Time Sales	0		0-	900	400		0-	1,900
Trade-Outs & Barter	1,100		0-	7,600	800		0-	1,600
Expenses:								
Engineering	3,700	3.3	2,200-	7,000	2,500	2.6	1,500-	6,700
Program & Production	33,900	30.4	27,100-	39,800	34,400	35.6	25,200-	39,400
News	5,500	4.9	2,900-	11,100	4,600	4.8	2,300-	10,000
Sales	15,600	14.0	7,700-	27,000	9,600	10.0	6,800-	18,800
Advertising & Promotion	1,500	1.3	800-	2,300	1,100	1.2	800-	2,200
General & Administrative	51,300	46.1	38,400-	98,200	44,400	45.9	30,000-	52,600
Total Expenses	111,300	100.0	90,900-	141,000	96,700	100.0	79,300-	109,200
Salaries:								
Engineering	0	0.0	0-	2,500	0	0.0	0-	2,200
Program & Production	23,400	38.3	22,500-	31,500	22,500	41.3	21,200-	31,400
News	3,900	6.3	1,900-	6,500	2,400	4.3	200-	7,900
Sales	10,800	17.7	8,000-	19,900	8,400	15.5	3,900-	12,500
Advertising & Promotion	1,100	1.8	1,100-	1,100	Sample Insufficient			
General & Administrative	21,900	35.8	19,000-	28,900	21,100	38.8	18,200-	27,000
Total Salaries	61,100	100.0	49,000-	68,200	54,400	100.0	45,700-	61,600
Cost of Outside News Service	4,700		1,200-	5,900	4,700		800-	5,700
Music License Fees	3,500		2,900-	4,100	3,600		3,100-	4,300
Rating Services	0		0-	0	0		0-	0
Travel & Entertainment	2,100		1,200-	5,500	2,300		1,200-	4,400
Depreciation & Amortization	6,200		2,500-	12,700	5,300		1,300-	8,200
Interest	2,300		0-	13,800	1,700		0-	6,400
Utility Costs	3,500		2,200-	5,500	3,200		2,200-	4,200
Bad Debt Expense	1,000		0-	2,100	800		0-	2,000
Corporate Allocation Charges	0		0-	300	0		0-	0
Employee Fringe Benefit Costs	6,000		2,200-	7,600	4,300		1,800-	7,000
Station Insurance Costs	1,000		700-	2,500	1,000		700-	1,400
Pre-Tax Profit	10,800		(7,700)-	23,400	19,800		10,800-	33,900
Profit Margin		8.88%	(7.08%)-	19.85%		17.03%	8.88%-	30.91%
Fulltime Employment	5		4-	6	5		4-	5
Parttime Employment	3		2-	3	3		2-	3

Table 67
Daytime Revenue and Expense Yardsticks
Revenue Size Under $100,000

Revenue & Expense Items	All Stations (18) Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Profit Only Stations (6) Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)
Total Time Sales:	88,300	100.0	76,400-	97,200	80,300	100.0	**Sample Insufficient To Be Meaningful**
Network Compensation	0	0.0	0-	0	0	0.0	
National & Regional Advertisers	3,500	4.0	0-	16,400	3,500	4.3	
Local Advertisers	84,800	96.0	58,300-	90,900	76,800	95.7	
Total Net Revenues	89,000		73,200-	96,800	79,400		
Political Advertising Revenue	2,100		900-	5,000	1,200		
Revenues Other Than Time Sales	0		0-	1,400	0		
Trade-Outs & Barter	1,200		0-	13,300	0		
Expenses:							
Engineering	3,600	3.7	1,700-	12,100	0	0.0	
Program & Production	26,900	28.2	22,600-	46,200	15,900	23.2	
News	1,300	1.4	0-	4,000		Sample Insufficient	
Sales	22,000	23.1	9,900-	41,900	48,600	71.1	
Advertising & Promotion	4,100	4.3	1,500-	6,600		Sample Insufficient	
General & Administrative	37,600	39.4	9,700-	69,800	3,900	5.8	
Total Expenses	95,500	100.0	66,300-	105,200	68,400	100.0	
Salaries:							
Engineering	900	1.8	0-	2,200	0	0.0	
Program & Production	21,600	44.7	18,400-	34,900	9,500	19.2	
News	0	0.0	0-	0		Sample Insufficient	
Sales	15,000	30.9	9,700-	36,500	37,300	75.1	
Advertising & Promotion	0	0.0	0-	0		Sample Insufficient	
General & Administrative	11,000	22.6	2,700-	18,100	2,800	5.7	
Total Salaries	48,400	100.0	38,500-	56,800	49,600	100.0	
Cost of Outside News Service	2,900		0-	4,500	1,500		
Music License Fees	2,600		1,600-	3,200	2,900		
Rating Services	0		0-	0	0		
Travel & Entertainment	800		100-	1,900	100		
Depreciation & Amortization	8,100		4,000-	25,500	36,900		
Interest	3,000		0-	15,300	0		
Utility Costs	3,100		2,600-	4,000	0		
Bad Debt Expense	200		0-	1,200	200		
Corporate Allocation Charges	0		0-	0	0		
Employee Fringe Benefit Costs	1,700		600-	4,700	0		
Station Insurance Costs	1,200		1,000-	2,200	1,000		
Pre-Tax Profit	(6,500)		(17,600)-	5,500	11,000		
Profit Margin		(7.31%)	(20.33%)-	7.43%		13.81%	
Fulltime Employment	4		3-	5	4		
Parttime Employment	3		2-	4	4		

Table 68
FM Stations
Nationwide

	All Stations (371)				Profit Only Stations (260)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	804,400	100.0	357,600-	1,663,200	949,100	100.0	427,700-	1,868,200
Network Compensation	0	0.0	0-	5,300	0	0.0	0-	7,200
National & Regional Advertisers	147,400	18.3	30,700-	374,700	186,800	19.7	42,800-	484,300
Local Advertisers	657.000	81.7	285,400-	1,242,600	762,300	80.3	352,000-	1,414,100
Total Net Revenues	714,600		342,200-	1,464,300	878,700		411,500-	1,678,500
Political Advertising Revenue	6,600		1,500-	16,700	8,000		2,200-	18,400
Revenues Other Than Time Sales	1,000		0-	10,700	1,700		0-	12,900
Trade-Outs & Barter	30,600		7,400-	93,700	31,500		7,000-	101,900
Expenses:								
Engineering	36,500	6.0	20,200-	65,100	39,900	6.0	20,400-	62,900
Program & Production	133,900	21.9	81,600-	239,600	148,600	22.3	82,900-	246,100
News	23,500	3.9	10,100-	47,800	26,900	4.0	12,000-	57,300
Sales	142,500	23.3	74,900-	292,800	160,400	24.1	76,900-	319,100
Advertising & Promotion	58,700	9.6	18,100-	203,000	61,300	9.2	14,900-	203,000
General & Administrative	215,200	35.3	128,400-	433,700	228,400	34.3	124,300-	412,100
Total Expenses	610,300	100.0	304,200-	1,213,600	665,600	100.0	314,000-	1,232,000
Salaries:								
Engineering	14,100	4.8	6,100-	25,800	15,800	4.6	6,500-	27,400
Program & Production	86,300	29.5	55,800-	153,800	97,100	28.5	56,500-	157,300
News	18,100	6.2	10,500-	37,200	21,000	6.2	13,300-	46,100
Sales	103,900	35.6	53,600-	207,800	126,800	37.3	61,400-	217,600
Advertising & Promotion	8,800	3.0	2,200-	20,100	13,100	3.8	3,500-	20,700
General & Administrative	61,100	20.9	38,400-	109,500	66,500	19.5	39,300-	113,400
Total Salaries	292,300	100.0	155,700-	509,500	340,400	100.0	169,300-	548,100
Cost of Outside News Service	5,800		2,700-	9,000	6,000		2,700-	9,200
Music License Fees	18,800		7,500-	37,300	22,000		9,700-	43,600
Rating Services	9,000		0-	25,900	10,100		0-	26,000
Travel & Entertainment	10,700		3,600-	23,200	11,000		3,600-	20,000
Depreciation & Amortization	33,700		19,300-	76,200	30,100		18,200-	61,800
Interest	700		0-	23,300	0		0-	16,900
Utility Costs	16,000		7,900-	25,300	16,700		8,600-	26,000
Bad Debt Expense	9,900		3,200-	21,100	10,100		3,200-	24,000
Corporate Allocation Charges	600		0-	38,000	0		0-	38,000
Employee Fringe Benefit Costs	26,000		10,800-	56,000	27,200		10,800-	55,800
Station Insurance Costs	4,400		2,400-	8,000	4,500		2,400-	8,300
Pre-Tax Profit	104,400		(18,400)-	322,700	213,100		57,400-	504,400
Profit Margin		14.60%	(5.35%)-	32.30%		24.25%	12.99%-	39.17%
Fulltime Employment	14		9-	21	14		9-	22
Parttime Employment	4		3-	6	4		3-	6

Table 69
FM Revenue and Expense Yardsticks
Population Size 2.5 Million & Over

Revenue & Expense Items	All Stations (45)				Profit Only Stations (31)			
	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	2,920,800	100.0	1,654,300-	4,758,800	3,720,800	100.0	2,327,000-	5,505,800
Network Compensation	0	0.0	0-	9,000	0	0.0	0-	23,900
National & Regional Advertisers	674,700	23.1	359,000-	1,463,100	855,900	23.0	557,300-	1,498,500
Local Advertisers	2,246,100	76.9	1,157,300-	3,638,100	2,864,800	77.0	1,646,000-	4,055,000
Total Net Revenues	2,564,700		1,413,900-	3,999,700	3,236,000		2,055,900-	4,756,000
Political Advertising Revenue	14,100		5,600-	44,200	25,500		4,200-	47,800
Revenues Other Than Time Sales	600		0-	21,300	12,000		0-	25,400
Trade-Outs & Barter	137,400		64,100-	282,100	139,000		71,100-	285,200
Expenses:								
Engineering	92,000	4.6	48,600-	138,300	101,200	4.8	42,900-	132,600
Program & Production	347,700	17.3	207,300-	486,600	394,100	18.6	191,000-	527,500
News	40,300	2.0	24,500-	76,500	52,400	2.5	24,600-	81,700
Sales	395,600	19.7	199,300-	646,800	465,400	21.9	214,500-	683,800
Advertising & Promotion	406,200	20.2	200,900-	583,900	372,900	17.6	188,900-	539,700
General & Administrative	731,300	36.3	428,300-	942,100	738,200	34.8	412,300-	929,500
Total Expenses	2,013,100	100.0	1,353,600-	3,058,100	2,124,300	100.0	1,344,400-	2,913,700
Salaries:								
Engineering	40,300	5.0	25,400-	57,500	47,500	4.7	25,500-	57,100
Program & Production	242,000	30.2	162,200-	313,600	310,000	30.5	172,600-	328,400
News	31,900	4.0	21,500-	62,700	33,100	3.3	20,900-	68,900
Sales	294,100	36.7	180,400-	426,400	389,300	38.5	214,900-	496,900
Advertising & Promotion	22,800	2.8	5,300-	29,500	28,100	2.8	8,600-	30,700
General & Administrative	171,200	21.3	100,200-	190,700	208,000	20.5	116,600-	237,800
Total Salaries	802,400	100.0	550,000-	1,284,300	1,015,900	100.0	636,400-	1,261,200
Cost of Outside News Service	11,400		7,400-	27,600	10,800		5,500-	24,900
Music License Fees	62,900		34,200-	110,800	93,000		50,800-	126,400
Rating Services	46,400		23,200-	61,500	43,500		24,100-	61,100
Travel & Entertainment	29,100		16,600-	53,800	25,000		15,600-	44,800
Depreciation & Amortization	95,800		49,300-	160,000	93,900		51,400-	158,100
Interest	0		0-	8,000	0		0-	9,800
Utility Costs	31,000		21,900-	50,000	30,200		22,700-	49,600
Bad Debt Expense	30,000		15,600-	57,000	34,100		15,600-	58,400
Corporate Allocation Charges	42,600		0-	144,000	36,300		0-	101,100
Employee Fringe Benefit Costs	56,200		31,900-	131,700	56,200		33,000-	172,100
Station Insurance Costs	8,000		4,000-	13,900	7,500		3,700-	14,400
Pre-Tax Profit	551,500		(382,100)-	1,406,500	1,111,700		442,100-	2,051,600
Profit Margin		21.50%	(19.56%)-	39.33%		34.35%	19.64%-	44.47%
Fulltime Employment	24		18-	33	26		20-	34
Parttime Employment	6		3-	8	6		4-	9

Table 70
FM Revenue and Expense Yardsticks
Population Size 1 - 2.5 Million

	All Stations (63)				Profit Only Stations (44)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	1,644,600	100.0	892,500-	2,299,800	1,936,100	100.0	1,324,400-	2,740,900
Network Compensation	0	0.0	0-	23,200	0	0.0	0-	24,100
National & Regional Advertisers	394,100	24.0	193,200-	596,100	459,900	23.8	255,000-	790,000
Local Advertisers	1,250,500	76.0	671,400-	1,746,800	1,476,200	76.2	949,000-	2,008,700
Total Net Revenues	1,445,100		759,500-	2,000,800	1,618,500		1,157,400-	2,279,300
Political Advertising Revenue	9,700		700-	17,200	10,000		800-	18,100
Revenues Other Than Time Sales	1,000		0-	6,100	900		0-	5,800
Trade-Outs & Barter	74,200		31,800-	133,300	94,600		32,900-	139,300
Expenses:								
Engineering	62,800	5.4	48,500-	90,000	59,900	5.1	40,700-	104,700
Program & Production	243,000	20.8	161,700-	308,700	250,800	21.6	175,800-	326,600
News	29,100	2.5	7,700-	64,600	36,300	3.1	12,200-	83,300
Sales	283,700	24.3	194,100-	387,600	300,500	25.8	245,000-	431,300
Advertising & Promotion	195,200	16.7	83,700-	305,800	179,600	15.4	87,500-	317,000
General & Administrative	353,700	30.3	241,700-	543,900	336,300	28.9	230,900-	542,200
Total Expenses	1,167,400	100.0	767,600-	1,626,100	1,163,400	100.0	780,000-	1,636,400
Salaries:								
Engineering	23,400	5.2	21,200-	37,600	25,100	5.2	22,000-	42,100
Program & Production	135,800	30.1	107,200-	215,400	148,400	29.5	115,300-	221,600
News	29,600	6.6	11,900-	59,300	31,100	6.2	19,000-	82,500
Sales	165,600	36.7	123,000-	276,100	194,900	38.8	166,700-	291,600
Advertising & Promotion	12,600	2.8	3,200-	20,000	13,600	2.7	10,500-	20,200
General & Administrative	83,600	18.6	66,600-	124,000	88,800	17.7	62,000-	134,000
Total Salaries	450,600	100.0	341,200-	623,000	502,800	100.0	394,800-	676,600
Cost of Outside News Service	6,500		4,800-	12,400	6,500		4,500-	12,900
Music License Fees	35,600		18,900-	54,300	43,000		29,500-	72,000
Rating Services	23,000		10,200-	34,200	23,800		14,000-	35,700
Travel & Entertainment	24,200		13,300-	34,700	24,900		12,200-	35,300
Depreciation & Amortization	61,000		34,200-	101,900	49,800		29,400-	85,500
Interest	0		0-	20,000	0		0-	500
Utility Costs	20,100		14,200-	31,700	18,800		13,500-	30,200
Bad Debt Expense	14,800		3,900-	30,700	17,000		4,200-	32,200
Corporate Allocation Charges	17,400		0-	48,200	31,000		0-	76,700
Employee Fringe Benefit Costs	44,200		18,100-	93,200	47,600		13,500-	97,900
Station Insurance Costs	5,100		3,100-	9,300	5,100		3,100-	8,500
Pre-Tax Profit	277,700		(91,100)-	725,300	455,200		182,200-	837,300
Profit Margin		19.22%	(10.37%)-	33.14%		28.12%	16.18%-	40.73%
Fulltime Employment	19		12-	23	20		14-	24
Parttime Employment	4		3-	6	4		3-	6

Table 71
FM Revenue and Expense Yardsticks
Population Size 500,000 - 1 Million

	All Stations (62)				Profit Only Stations (47)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	1,384,000	100.0	798,900-	1,859,300	1,618,600	100.0	978,200-	1,914,000
Network Compensation	2,000	0.1	0-	25,000	4,000	0.2	0-	25,600
National & Regional Advertisers	315,100	22.8	133,700-	443,200	359,700	22.2	197,400-	493,700
Local Advertisers	1,066,900	77.1	564,600-	1,425,100	1,254,900	77.5	793,200-	1,497,000
Total Net Revenues	1,243,200		695,000-	1,611,600	1,464,300		884,700-	1,769,100
Political Advertising Revenue	9,500		2,400-	21,700	13,300		6,600-	22,200
Revenues Other Than Time Sales	500		0-	8,200	1,000		0-	15,100
Trade-Outs & Barter	38,600		17,500-	106,700	40,100		13,400-	108,200
Expenses:								
Engineering	54,200	5.6	38,200-	69,900	54,700	5.6	39,800-	70,100
Program & Production	210,500	21.7	138,500-	251,700	206,000	21.1	163,700-	264,900
News	37,100	3.8	19,200-	59,600	35,300	3.6	23,200-	71,500
Sales	255,700	26.4	139,900-	349,600	283,500	29.0	160,300-	374,100
Advertising & Promotion	119,500	12.3	42,900-	160,600	117,900	12.1	43,500-	175,000
General & Administrative	292,900	30.2	201,000-	405,500	279,000	28.6	200,800-	379,300
Total Expenses	969,900	100.0	615,500-	1,229,500	976,300	100.0	643,400-	1,233,300
Salaries:								
Engineering	23,400	5.2	15,500-	29,800	23,800	5.2	17,700-	36,000
Program & Production	143,300	32.1	85,800-	158,200	143,100	31.3	93,600-	159,200
News	22,600	5.1	14,400-	48,000	22,000	4.8	14,800-	50,900
Sales	171,400	38.4	97,800-	226,600	183,900	40.2	115,500-	253,900
Advertising & Promotion	6,800	1.5	3,700-	20,600	6,600	1.5	4,000-	22,100
General & Administrative	79,000	17.7	49,300-	106,100	77,700	17.0	54,800-	101,700
Total Salaries	446,400	100.0	269,900-	561,800	457,100	100.0	289,900-	584,200
Cost of Outside News Service	5,900		2,100-	9,200	6,000		2,500-	9,200
Music License Fees	29,500		18,000-	46,100	36,700		25,200-	48,300
Rating Services	18,700		12,900-	29,300	20,200		15,200-	29,800
Travel & Entertainment	12,200		9,000-	18,500	12,700		8,900-	18,600
Depreciation & Amortization	31,400		24,200-	121,200	29,200		20,800-	87,600
Interest	200		0-	26,900	200		0-	27,100
Utility Costs	19,300		13,500-	26,800	22,300		14,900-	28,400
Bad Debt Expense	17,100		9,000-	26,200	17,400		9,100-	28,500
Corporate Allocation Charges	20,900		0-	64,700	16,000		0-	59,800
Employee Fringe Benefit Costs	45,600		20,600-	78,900	47,100		26,500-	69,400
Station Insurance Costs	4,800		2,800-	9,100	5,600		3,000-	9,600
Pre-Tax Profit	273,300		6,400-	678,500	488,000		171,300-	726,400
Profit Margin		21.99%	2.38%-	42.82%		33.33%	15.85%-	46.91%
Fulltime Employment	19		13-	24	19		11-	24
Parttime Employment	5		2-	6	4		2-	6

Table 72
FM Revenue and Expense Yardsticks
Population Size 200,000 - 500,000

	All Stations (68)				Profit Only Stations (46)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	727,800	100.0	483,100-	1,039,900	848,700	100.0	566,200-	1,115,600
Network Compensation	0	0.0	0-	6,500	0	0.0	0-	6,500
National & Regional Advertisers	138,300	19.0	57,800-	273,600	155,800	18.4	64,200-	297,600
Local Advertisers	589,500	81.0	390,800-	760,700	692,900	81.6	447,300-	849,600
Total Net Revenues	664,900		419,600-	965,600	741,600		553,900-	1,018,300
Political Advertising Revenue	6,800		600-	15,700	8,000		2,100-	15,400
Revenues Other Than Time Sales	4,500		0-	12,500	3,500		0-	10,600
Trade-Outs & Barter	27,000		6,000-	67,700	31,500		3,200-	77,200
Expenses:								
Engineering	37,500	6.4	25,000-	49,100	39,900	7.1	26,200-	48,600
Program & Production	138,900	23.8	97,400-	162,500	135,100	23.9	91,600-	167,900
News	21,900	3.8	10,400-	34,700	20,500	3.6	8,300-	33,400
Sales	141,700	24.3	99,000-	219,900	142,800	25.3	94,800-	222,900
Advertising & Promotion	39,500	6.8	20,100-	65,900	34,800	6.2	11,100-	65,900
General & Administrative	203,400	34.9	138,100-	392,100	191,400	33.9	117,900-	285,200
Total Expenses	583,000	100.0	416,500-	855,300	564,500	100.0	386,300-	745,100
Salaries:								
Engineering	10,300	3.9	6,300-	18,300	9,800	3.6	6,200-	15,400
Program & Production	82,200	31.4	64,200-	110,100	81,200	29.8	59,400-	113,200
News	17,100	6.5	10,200-	25,100	19,200	7.1	11,700-	25,100
Sales	91,200	34.9	64,200-	132,300	98,900	36.3	64,300-	136,000
Advertising & Promotion	4,300	1.7	500-	10,000	1,600	0.6	0-	7,300
General & Administrative	56,600	21.6	44,500-	93,400	62,000	22.7	43,200-	95,900
Total Salaries	261,600	100.0	213,600-	367,400	272,700	100.0	204,600-	369,300
Cost of Outside News Service	5,200		2,800-	7,000	4,400		2,300-	7,700
Music License Fees	17,700		12,100-	26,100	19,800		13,100-	28,900
Rating Services	5,900		1,700-	14,800	5,800		1,400-	14,200
Travel & Entertainment	8,800		3,800-	12,900	8,700		3,800-	12,300
Depreciation & Amortization	29,700		21,400-	51,600	27,400		21,900-	45,400
Interest	2,700		0-	27,900	1,200		0-	8,400
Utility Costs	15,400		10,100-	23,700	17,700		11,900-	24,700
Bad Debt Expense	10,500		3,900-	19,400	10,000		4,100-	18,000
Corporate Allocation Charges	0		0-	23,800	0		0-	21,900
Employee Fringe Benefit Costs	23,200		13,800-	41,200	22,800		13,400-	36,800
Station Insurance Costs	4,900		3,100-	8,200	5,100		3,400-	9,000
Pre-Tax Profit	82,000		(20,300)-	233,700	177,100		86,000-	268,600
Profit Margin		12.33%	(4.43%)-	27.30%		23.88%	11.52%-	32.98%
Fulltime Employment	13		11-	19	13		10-	18
Parttime Employment	4		3-	6	4		3-	6

Table 73
FM Revenue and Expense Yardsticks
Population Size 50,000 - 200,000

	All Stations (48)				Profit Only Stations (33)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	428,000	100.0	246,500-	637,900	500,000	100.0	372,500-	807,800
Network Compensation	0	0.0	0-	800	0	0.0	0-	800
National & Regional Advertisers	59,100	13.8	16,600-	115,800	70,600	14.1	17,800-	146,700
Local Advertisers	369,000	86.2	227,500-	576,800	429,400	85.9	278,700-	669,700
Total Net Revenues	409,200		240,400-	588,300	468,000		343,100-	756,200
Political Advertising Revenue	6,100		2,300-	16,800	6,200		3,500-	17,400
Revenues Other Than Time Sales	3,200		0-	11,800	4,200		0-	18,500
Trade-Outs & Barter	14,100		7,100-	37,000	12,800		7,000-	38,700
Expenses:								
Engineering	22,300	6.3	17,000-	34,000	23,900	6.5	17,300-	35,500
Program & Production	90,300	25.4	67,500-	129,400	91,600	24.9	64,900-	139,800
News	13,500	3.8	6,100-	29,800	14,300	3.9	6,000-	38,900
Sales	81,100	22.8	53,600-	154,900	88,100	24.0	53,200-	157,300
Advertising & Promotion	19,700	5.5	9,000-	31,200	20,000	5.4	7,000-	32,700
General & Administrative	129,100	36.3	94,900-	227,100	129,500	35.2	90,100-	194,400
Total Expenses	355,900	100.0	190,500-	491,400	367,500	100.0	265,100-	497,100
Salaries:								
Engineering	6,900	4.4	1,900-	15,400	6,800	4.0	1,400-	15,200
Program & Production	47,100	29.8	46,800-	76,700	49,300	29.2	46,800-	74,500
News	14,000	8.8	7,000-	27,900	15,000	8.9	7,900-	31,000
Sales	52,100	32.9	43,900-	123,500	56,500	33.5	44,800-	129,400
Advertising & Promotion	0	0.0	0-	0	0	0.0	0-	0
General & Administrative	38,100	24.1	29,900-	70,600	41,400	24.5	30,800-	72,600
Total Salaries	158,200	100.0	96,600-	260,000	168,900	100.0	128,700-	273,500
Cost of Outside News Service	3,300		0-	6,000	2,900		100-	5,800
Music License Fees	9,600		5,800-	17,000	12,200		7,600-	21,100
Rating Services	1,300		0-	7,400	0		0-	6,300
Travel & Entertainment	4,700		1,700-	10,500	4,800		1,800-	15,800
Depreciation & Amortization	24,800		12,300-	36,500	22,900		11,900-	31,800
Interest	1,500		0-	17,400	0		0-	17,100
Utility Costs	11,900		6,200-	17,100	11,900		6,300-	17,500
Bad Debt Expense	3,800		2,000-	11,600	3,800		2,000-	11,600
Corporate Allocation Charges	0		0-	22,700	0		0-	22,300
Employee Fringe Benefit Costs	16,500		6,800-	34,400	16,100		3,400-	36,700
Station Insurance Costs	2,900		1,700-	5,200	3,000		1,400-	6,200
Pre-Tax Profit	53,300		(6,500)-	155,200	100,600		49,200-	180,500
Profit Margin		13.03%	(3.77%)-	27.98%		21.49%	12.61%-	33.58%
Fulltime Employment	10		6-	15	11		5-	15
Parttime Employment	4		2-	5	4		1-	5

Table 74
FM Revenue and Expense Yardsticks
Population Size Under 50,000

	All Stations (85)				Profit Only Stations (59)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	242,600	100.0	129,500-	419,400	284,400	100.0	151,300-	560,100
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	15,600	6.4	0-	47,700	13,700	4.8	0-	50,000
Local Advertisers	227,000	93.6	119,000-	387,800	270,700	95.2	134,700-	484,000
Total Net Revenues	236,100		133,800-	413,200	290,800		150,300-	536,300
Political Advertising Revenue	2,500		1,000-	6,200	3,800		1,700-	7,300
Revenues Other Than Time Sales	0		0-	9,900	900		0-	11,600
Trade-Outs & Barter	4,200		0-	14,800	4,500		0-	16,500
Expenses:								
Engineering	11,100	5.2	6,600-	24,600	9,900	4.1	7,200-	24,600
Program & Production	52,400	24.6	34,400-	89,000	64,200	26.6	34,400-	108,700
News	8,100	3.8	4,700-	25,500	13,000	5.4	4,500-	26,300
Sales	44,500	20.9	28,400-	94,300	51,800	21.4	42,100-	117,700
Advertising & Promotion	6,400	3.0	2,200-	16,000	7,000	2.9	2,600-	14,700
General & Administrative	90,800	42.6	62,100-	180,000	95,800	39.6	55,500-	193,600
Total Expenses	213,200	100.0	127,900-	344,900	241,700	100.0	104,000-	420,400
Salaries:								
Engineering	4,500	3.8	100-	8,300	5,000	3.0	100-	8,300
Program & Production	37,200	30.8	20,500-	66,200	54,400	32.2	20,900-	72,100
News	10,000	8.3	3,300-	18,300	15,600	9.2	6,100-	23,400
Sales	37,500	31.1	23,500-	79,700	49,800	29.5	34,700-	97,100
Advertising & Promotion	4,000	3.3	700-	14,200	9,200	5.4	1,400-	14,300
General & Administrative	27,400	22.7	19,800-	61,000	35,100	20.7	20,200-	66,400
Total Salaries	120,700	100.0	69,300-	184,400	169,100	100.0	68,500-	251,100
Cost of Outside News Service	5,200		2,200-	7,400	6,000		4,200-	8,400
Music License Fees	5,700		3,400-	9,500	7,200		3,400-	13,700
Rating Services	0		0-	400	0		0-	700
Travel & Entertainment	2,900		600-	6,200	2,700		500-	7,300
Depreciation & Amortization	16,700		9,600-	29,600	16,000		8,700-	26,800
Interest	5,700		0-	27,600	3,400		0-	32,300
Utility Costs	6,900		3,600-	11,900	6,800		3,400-	12,300
Bad Debt Expense	2,600		900-	5,100	3,000		900-	5,400
Corporate Allocation Charges	0		0-	0	0		0-	0
Employee Fringe Benefit Costs	7,300		2,600-	16,300	10,400		3,200-	23,800
Station Insurance Costs	2,600		1,400-	4,600	2,500		1,500-	4,900
Pre-Tax Profit	22,900		(8,000)-	64,400	49,100		24,500-	94,900
Profit Margin		9.71%	(3.87%)-	23.56%		16.87%	9.41%-	30.07%
Fulltime Employment	9		6-	12	9		6-	13
Parttime Employment	4		2-	5	4		2-	5

Table 75
FM Revenue and Expense Yardsticks
Revenue Size $2 Million & Over

	All Stations (56)				Profit Only Stations (51)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	3,698,500	100.0	2,631,600-	4,722,900	3,539,400	100.0	2,580,000-	4,755,500
Network Compensation	0	0.0	0-	45,500	0	0.0	0-	47,600
National & Regional Advertisers	959,100	25.9	576,700-	1,267,400	936,900	26.5	570,300-	1,228,600
Local Advertisers	2,739,400	74.1	2,033,600-	2,478,100	2,602,500	73.5	2,028,200-	3,760,100
Total Net Revenues	3,114,800		2,240,500-	3,971,000	2,959,200		2,232,300-	3,969,900
Political Advertising Revenue	18,400		3,200-	43,800	18,400		3,700-	43,300
Revenues Other Than Time Sales	5,100		0-	20,900	5,600		0-	21,900
Trade-Outs & Barter	137,300		57,400-	220,400	124,400		57,100-	199,700
Expenses:								
Engineering	97,000	4.7	57,000-	130,500	87,700	4.7	58,300-	130,100
Program & Production	366,300	17.7	269,600-	450,700	325,400	17.5	268,300-	406,200
News	70,700	3.4	36,000-	105,800	67,900	3.6	32,700-	105,100
Sales	488,200	23.6	382,200-	649,100	449,400	24.1	382,200-	646,800
Advertising & Promotion	343,000	16.6	193,800-	432,600	309,300	16.6	187,400-	409,700
General & Administrative	699,200	33.9	439,300-	919,900	623,800	33.5	428,300-	878,400
Total Expenses	2,064,500	100.0	1,567,700-	2,660,200	1,863,500	100.0	1,507,000-	2,295,300
Salaries:								
Engineering	39,300	4.6	23,500-	59,000	36,600	4.7	23,300-	58,600
Program & Production	226,500	26.3	162,200-	284,100	196,100	25.1	157,500-	276,900
News	54,000	6.3	25,000-	89,300	51,400	6.6	24,000-	88,800
Sales	357,000	41.5	263,900-	399,600	330,100	42.2	259,800-	395,500
Advertising & Promotion	21,300	2.5	12,900-	30,000	18,700	2.4	10,300-	29,600
General & Administrative	161,800	18.8	124,100-	190,700	149,500	19.1	123,300-	186,900
Total Salaries	859,900	100.0	657,000-	1,084,500	782,300	100.0	655,100-	971,300
Cost of Outside News Service	12,400		6,500-	25,500	10,300		6,000-	22,100
Music License Fees	82,700		60,000-	110,000	81,000		58,600-	109,600
Rating Services	39,500		28,400-	57,800	37,800		27,900-	53,300
Travel & Entertainment	31,400		17,600-	52,300	29,500		17,500-	48,300
Depreciation & Amortization	92,900		55,400-	149,400	92,000		57,900-	152,600
Interest	0		0-	51,200	300		0-	114,000
Utility Costs	28,700		20,900-	43,400	27,500		20,300-	39,300
Bad Debt Expense	31,300		16,500-	56,600	32,200		15,600-	57,200
Corporate Allocation Charges	36,700		0-	162,400	34,500		0-	101,100
Employee Fringe Benefit Costs	86,700		43,300-	201,600	86,600		42,000-	173,100
Station Insurance Costs	9,200		4,800-	15,000	8,600		4,700-	14,900
Pre-Tax Profit	1,050,300		405,500-	1,513,900	1,095,700		601,800-	1,810,400
Profit Margin		33.72%	17.28%-	43.95%		37.03%	21.41%-	44.77%
Fulltime Employment	26		22-	34	26		22-	31
Parttime Employment	5		3-	7	5		3-	7

Table 76
FM Revenue and Expense Yardsticks
Revenue Size $1 Million - $2 Million

	All Stations (79)				Profit Only Stations (65)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	1,633,800	100.0	1,308,400-	1,847,300	1,691,900	100.0	1,389,400-	1,850,400
Network Compensation	0	0.0	0-	21,800	0	0.0	0-	20,800
National & Regional Advertisers	374,600	22.9	263,600-	501,500	376,900	22.3	262,200-	518,100
Local Advertisers	1,259,200	77.1	1,012,500-	1,384,400	1,314,900	77.7	1,020,500-	1,390,500
Total Net Revenues	1,445,100		1,165,200-	1,609,500	1,480,300		1,246,400-	1,632,900
Political Advertising Revenue	9,900		800-	21,500	9,900		1,000-	21,100
Revenues Other Than Time Sales	500		0-	8,400	300		0-	10,300
Trade-Outs & Barter	69,100		28,400-	121,800	65,500		27,600-	120,900
Expenses:								
Engineering	58,100	5.2	45,900-	72,100	56,600	5.4	44,300-	68,100
Program & Production	218,400	19.5	173,600-	269,600	212,400	20.2	171,400-	260,900
News	31,200	2.8	20,200-	55,400	31,200	3.0	18,400-	54,000
Sales	290,500	25.9	224,900-	322,900	285,800	27.1	209,200-	313,500
Advertising & Promotion	142,100	12.7	65,100-	219,800	126,300	12.0	58,500-	189,100
General & Administrative	381,700	34.0	246,500-	572,200	341,400	32.4	218,800-	420,700
Total Expenses	1,122,100	100.0	827,600-	1,343,700	1,053,700	100.0	784,000-	1,231,300
Salaries:								
Engineering	25,800	5.2	18,300-	30,100	24,100	5.2	18,100-	31,500
Program & Production	146,600	29.5	106,600-	174,700	136,300	29.6	104,300-	167,900
News	23,000	4.6	17,200-	45,700	22,500	4.9	17,100-	44,600
Sales	201,100	40.5	162,500-	222,600	185,300	40.2	155,200-	219,800
Advertising & Promotion	12,100	2.4	4,600-	15,900	14,300	3.1	4,100-	20,500
General & Administrative	87,800	17.7	66,500-	113,400	78,300	17.0	54,800-	96,500
Total Salaries	496,500	100.0	381,600-	568,000	460,800	100.0	374,400-	552,700
Cost of Outside News Service	6,800		4,900-	10,100	6,500		3,900-	9,200
Music License Fees	36,900		28,600-	42,900	37,200		29,600-	43,800
Rating Services	22,200		15,100-	28,500	20,000		14,000-	26,100
Travel & Entertainment	15,900		11,000-	29,200	15,000		10,300-	25,400
Depreciation & Amortization	45,800		26,900-	99,600	35,600		25,700-	65,000
Interest	0		0-	17,100	0		0-	9,800
Utility Costs	22,300		15,300-	28,800	22,400		15,300-	29,800
Bad Debt Expense	16,900		8,000-	27,800	17,500		7,600-	27,500
Corporate Allocation Charges	31,700		0-	103,000	31,000		0-	108,800
Employee Fringe Benefit Costs	52,800		26,200-	77,500	46,300		24,000-	67,400
Station Insurance Costs	5,300		2,800-	8,800	5,600		2,500-	8,600
Pre-Tax Profit	323,000		71,800-	582,300	426,600		187,500-	669,400
Profit Margin		22.35%	6.05%-	40.96%		28.82%	13.01%-	43.16%
Fulltime Employment	20		16-	23	20		16-	23
Parttime Employment	5		3-	6	5		3-	7

Table 77
FM Revenue and Expense Yardsticks
Revenue Size $500,000 - $1 Million

	All Stations (97)				Profit Only Stations (66)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	805,100	100.0	643,500-	936,000	770,800	100.0	631,000-	936,800
Network Compensation	0	0.0	0-	6,500	0	0.0	0-	6,800
National & Regional Advertisers	142,100	17.7	68,000-	225,800	122,800	15.9	65,900-	201,500
Local Advertisers	663,000	82.3	536,900-	728,600	648,000	84.1	531,600-	719,500
Total Net Revenues	721,800		610,600-	861,100	705,900		589,200-	862,700
Political Advertising Revenue	8,700		3,000-	15,500	8,400		3,700-	14,900
Revenues Other Than Time Sales	1,800		0-	12,000	4,900		0-	13,100
Trade-Outs & Barter	28,300		7,900-	60,400	18,300		6,000-	52,200
Expenses:								
Engineering	37,200	6.0	23,700-	66,200	31,300	5.8	20,200-	40,100
Program & Production	135,500	21.8	104,300-	173,700	123,100	23.0	89,600-	144,200
News	19,800	3.2	7,600-	29,400	18,600	3.5	7,100-	27,900
Sales	149,900	24.1	104,900-	191,900	134,500	25.1	95,800-	173,200
Advertising & Promotion	42,000	6.7	19,800-	75,500	28,800	5.4	12,600-	41,500
General & Administrative	238,400	38.3	179,400-	326,500	199,600	37.2	152,700-	260,400
Total Expenses	622,800	100.0	497,100-	821,400	535,900	100.0	457,200-	623,000
Salaries:								
Engineering	12,800	4.3	5,100-	23,500	9,500	3.5	4,100-	17,300
Program & Production	84,200	28.3	62,000-	118,900	72,700	26.6	55,900-	96,400
News	16,300	5.5	11,200-	25,000	16,900	6.2	12,800-	24,900
Sales	111,200	37.3	85,200-	134,200	104,700	38.3	83,200-	130,400
Advertising & Promotion	3,700	1.3	0-	8,500	4,000	1.4	0-	6,100
General & Administrative	69,600	23.4	52,800-	99,300	65,800	24.0	48,600-	99,300
Total Salaries	297,900	100.0	252,800-	365,600	273,500	100.0	231,800-	325,000
Cost of Outside News Service	5,300		2,500-	7,600	4,800		1,600-	6,900
Music License Fees	19,100		15,800-	23,400	17,900		14,400-	22,100
Rating Services	6,200		1,200-	15,300	4,800		0-	9,500
Travel & Entertainment	11,100		6,300-	18,300	8,700		3,700-	13,700
Depreciation & Amortization	35,500		22,700-	73,900	26,500		20,800-	46,800
Interest	6,500		0-	53,000	4,400		0-	40,100
Utility Costs	16,300		10,900-	23,200	15,300		10,600-	19,800
Bad Debt Expense	10,000		4,000-	19,600	8,200		3,800-	14,100
Corporate Allocation Charges	1,600		0-	27,800	0		0-	21,700
Employee Fringe Benefit Costs	27,200		16,500-	42,800	24,000		13,400-	32,400
Station Insurance Costs	4,500		3,000-	7,800	4,500		2,600-	7,000
Pre-Tax Profit	99,000		(63,400)-	223,800	170,000		97,200-	259,100
Profit Margin		13.72%	(9.67%)-	28.71%		24.09%	13.35%-	33.36%
Fulltime Employment	14		12-	18	14		11-	16
Parttime Employment	4		2-	5	4		2-	5

Table 78
FM Revenue and Expense Yardsticks
Revenue Size $250,000 - $500,000

	All Stations (74)				Profit Only Stations (44)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	391,000	100.0	318,600-	445,700	379,500	100.0	328,000-	431,700
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	52,700	13.5	19,900-	88,800	50,400	13.3	17,400-	82,600
Local Advertisers	338,200	86.5	269,100-	370,500	329,200	86.7	276,400-	379,300
Total Net Revenues	365,700		297,200-	414,600	367,000		296,900-	417,000
Political Advertising Revenue	5,200		2,100-	9,100	6,500		3,900-	9,800
Revenues Other Than Time Sales	600		0-	9,200	1,500		0-	7,600
Trade-Outs & Barter	11,500		2,600-	28,100	7,800		1,700-	21,300
Expenses:								
Engineering	20,200	6.1	12,600-	36,700	21,200	7.0	13,000-	32,000
Program & Production	82,600	24.7	65,700-	114,400	78,900	26.0	52,400-	94,700
News	12,900	3.9	9,900-	32,800	13,000	4.3	8,900-	26,800
Sales	75,400	22.6	52,900-	105,700	67,800	22.3	48,400-	89,900
Advertising & Promotion	19,700	5.9	5,900-	37,500	9,700	3.2	3,700-	18,800
General & Administrative	123,700	37.0	99,800-	164,600	113,[illegible]	37.3	78,000-	135,000
Total Expenses	334,500	100.0	264,900-	418,300	303,700	100.0	234,500-	353,600
Salaries:								
Engineering	7,900	4.6	2,900-	14,900	7,500	4.8	2,500-	14,200
Program & Production	57,000	33.1	45,600-	75,100	54,200	34.5	38,200-	65,100
News	10,400	6.1	8,400-	28,700	10,100	6.5	9,500-	25,900
Sales	53,100	30.8	39,900-	70,700	50,200	31.9	38,900-	65,400
Advertising & Promotion	2,300	1.3	400-	10,700	800	0.5	500-	10,000
General & Administrative	41,600	24.1	27,800-	60,600	34,300	21.8	16,400-	54,500
Total Salaries	172,200	100.0	139,900-	198,400	157,200	100.0	131,400-	178,300
Cost of Outside News Service	4,900		2,000-	8,000	4,400		1,800-	7,900
Music License Fees	8,800		6,300-	11,200	9,300		7,000-	10,900
Rating Services	500		0-	6,800	0		0-	3,100
Travel & Entertainment	3,300		1,600-	8,700	2,600		1,400-	8,700
Depreciation & Amortization	20,200		12,300-	34,700	13,600		10,500-	23,700
Interest	200		0-	16,300	0		0-	13,000
Utility Costs	10,200		6,300-	16,100	9,700		6,300-	15,100
Bad Debt Expense	4,200		2,100-	7,300	3,100		1,400-	6,200
Corporate Allocation Charges	0		0-	9,600	0		0	600
Employee Fringe Benefit Costs	13,300		4,000-	23,000	11,400		3,100-	22,700
Station Insurance Costs	3,100		2,100-	5,100	3,100		2,200-	5,000
Pre-Tax Profit	31,200		(31,500)-	76,500	63,400		29,600-	107,500
Profit Margin		8.53%	(10.01%)-	21.24%		17.26%	9.39%-	30.11%
Fulltime Employment	10		8-	12	9		7-	11
Parttime Employment	4		2-	5	4		2-	5

Table 79
FM Revenue and Expense Yardsticks
Revenue Size $150,000 - $250,000

	All Stations (32)				Profit Only Stations (19)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	182,500	100.0	166,100-	213,000	197,500	100.0	164,900-	233,900
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	6,600	3.6	0-	22,000	7,000	3.6	0-	30,300
Local Advertisers	175,800	96.4	156,300-	191,700	190,400	96.4	159,300-	196,500
Total Net Revenues	179,100		165,200-	212,500	201,700		164,900-	228,000
Political Advertising Revenue	2,000		900-	3,600	2,200		900-	4,700
Revenues Other Than Time Sales	600		0-	3,400	600		0-	3,100
Trade-Outs & Barter	6,000		100-	14,900	4,900		100-	19,100
Expenses:								
Engineering	12,100	7.1	7,200-	27,500	11,400	6.8	7,200-	21,600
Program & Production	40,000	23.3	27,400-	59,800	35,800	21.6	21,000-	63,400
News	8,100	4.7	5,400-	11,800	10,500	6.3	5,000-	16,400
Sales	44,100	25.7	38,800-	55,500	46,200	27.8	38,800-	54,300
Advertising & Promotion	5,400	3.2	3,300-	15,200	6,000	3.6	3,300-	12,200
General & Administrative	61,800	36.0	47,300-	98,700	56,300	33.9	35,900-	71,300
Total Expenses	171,600	100.0	149,900-	219,100	166,200	100.0	130,500-	190,500
Salaries:								
Engineering	5,200	6.1	900-	9,400	3,200	4.0	200-	7,900
Program & Production	25,300	29.4	14,000-	37,400	19,000	24.0	8,600-	37,200
News	4,100	4.7	3,300-	7,500	4,900	6.2	3,400-	12,000
Sales	32,800	38.1	27,300-	47,600	30,600	38.7	29,400-	48,700
Advertising & Promotion	400	0.5	0-	14,000	5,900	7.4	500-	14,000
General & Administrative	18,200	21.2	15,200-	28,900	15,500	19.6	9,000-	26,000
Total Salaries	86,100	100.0	73,300-	115,000	79,000	100.0	64,800-	94,500
Cost of Outside News Service	3,600		200-	5,300	3,700		0-	6,000
Music License Fees	5,300		4,100-	6,100	5,600		3,800-	6,500
Rating Services	0		0-	1,100	0		0-	400
Travel & Entertainment	2,600		900-	4,800	1,300		600-	2,200
Depreciation & Amortization	16,700		8,800-	27,400	14,300		8,800-	24,800
Interest	2,300		0-	7,600	1,200		0-	8,500
Utility Costs	5,900		3,900-	11,500	5,300		3,200-	6,400
Bad Debt Expense	2,000		1,400-	3,500	1,500		900-	3,500
Corporate Allocation Charges	0		0-	2,000	0		0-	0
Employee Fringe Benefit Costs	6,800		1,400-	10,600	6,800		1,100-	8,600
Station Insurance Costs	1,700		900-	3,700	1,500		900-	2,800
Pre-Tax Profit	7,500		(30,400)-	37,500	35,500		18,300-	50,000
Profit Margin		4.18%	(18.47%)-	19.39%		17.58%	10.83%-	24.14%
Fulltime Employment	6		4-	10	6		4-	8
Parttime Employment	3		2-	5	2		1-	5

Table 80
FM Revenue and Expense Yardsticks
Revenue Size Under $150,000

	All Stations (33)				Profit Only Stations (15)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	98,600	100.0	80,100-	114,400	106,400	100.0	66,700-	113,600
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	4,400	4.4	0-	14,100	2,900	2.7	0-	13,600
Local Advertisers	94,200	95.6	57,900-	107,300	103,500	97.3	63,800-	111,000
Total Net Revenues	105,500		82,000-	123,300	110,700		85,200-	130,500
Political Advertising Revenue	1,400		400-	2,400	900		0-	3,600
Revenues Other Than Time Sales	0		0-	900	0		0-	57,200
Trade-Outs & Barter	1,100		0-	14,800	0		0-	900
Expenses:								
Engineering	8,100	7.4	2,100-	19,400	2,700	2.9	1,300-	3,000
Program & Production	23,300	21.3	14,800-	52,000	28,900	31.8	7,800-	31,000
News	3,600	3.3	1,700-	5,300	5,200	5.7	2,600-	4,300
Sales	20,500	18.8	13,100-	28,000	21,000	23.1	6,300-	28,100
Advertising & Promotion	1,500	1.4	900-	8,000	1,700	1.9	600-	5,900
General & Administrative	52,300	47.8	25,900-	70,400	31,400	34.5	12,200-	60,500
Total Expenses	109,500	100.0	81,300-	141,000	90,900	100.0	58,700-	102,300
Salaries:								
Engineering	1,900	3.2	0-	6,100	100	0.2	0-	1,600
Program & Production	18,100	30.8	6,600-	36,300	18,600	33.2	3,600-	20,900
News	700	1.2	0-	8,600	800	1.5	0-	1,400
Sales	16,900	28.8	10,900-	22,300	9,900	17.6	0-	18,100
Advertising & Promotion	800	1.4	800-	800	Sample Insufficient			
General & Administrative	20,200	34.5	8,800-	28,900	26,700	47.5	5,000-	36,300
Total Salaries	58,700	100.0	42,700-	77,400	56,200	100.0	38,100-	62,100
Cost of Outside News Service	3,500		0-	5,800	4,600		1,700-	8,000
Music License Fees	2,500		1,200-	3,500	2,400		900-	3,400
Rating Services	0		0-	0	0		0-	0
Travel & Entertainment	1,100		200-	3,200	200		0-	4,400
Depreciation & Amortization	11,300		1,400-	20,100	0		0-	4,900
Interest	700		0-	10,900	0		0-	1,200
Utility Costs	4,400		2,800-	9,400	2,300		1,600-	5,300
Bad Debt Expense	1,000		0-	3,400	500		0-	2,500
Corporate Allocation Charges	0		0-	0	0		0-	1,200
Employee Fringe Benefit Costs	5,500		2,100-	10,500	3,000		100-	10,700
Station Insurance Costs	1,900		1,000-	2,600	1,600		1,000-	2,700
Pre-Tax Profit	(4,000)		(43,100)-	18,400	19,800		9,300-	33,300
Profit Margin		(3.77%)	(56.10%)-	17.36%		17.86%	8.58%-	39.67%
Fulltime Employment	5		3-	6	4		3-	6
Parttime Employment	4		3-	6	4		3-	5

Table 81
Class 1-A 50 kw Stations
Nationwide

	All Stations (9)				Profit Only Stations (8)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	5,973,000	100.0	2,990,200-	11,959,300	7,455,400	100.0	2,990,200-	12,840,500
Network Compensation	63,300	1.1	58,100-	387,700	144,800	1.9	57,300-	393,900
National & Regional Advertisers	2,062,900	34.5	698,900-	4,216,700	2,327,600	31.2	800,400-	4,937,500
Local Advertisers	3,846,800	64.4	2,231,700-	7,293,500	4,982,900	66.8	2,231,700-	7,429,200
Total Net Revenues	4,977,100		2,502,800-	10,170,300	6,351,000		2,502,800-	10,891,500
Political Advertising Revenue	104,200		13,000-	262,500	156,900		45,600-	288,900
Revenues Other Than Time Sales	12,400		1,100-	29,500	4,000		800-	36,400
Trade-Outs & Barter	108,000		46,400-	267,800	97,400		26,100-	334,300
Expenses:								
Engineering	388,700	8.9	221,400-	763,000	416,100	8.2	277,900-	1,110,800
Program & Production	1,218,700	27.8	551,500-	3,807,600	1,290,600	25.3	528,300-	4,063,800
News	459,800	10.5	267,200-	858,400	561,900	11.0	258,600-	1,050,200
Sales	990,600	22.6	282,100-	1,255,800	1,339,600	26.3	253,300-	1,439,300
Advertising & Promotion	242,100	5.5	61,600-	515,900	309,000	6.1	55,700-	605,600
General & Administrative	1,078,400	24.6	721,100-	2,069,000	1,181,400	23.2	767,100-	2,155,500
Total Expenses	4,378,400	100.0	2,366,800-	7,826,100	5,098,600	100.0	2,366,800-	7,970,300
Salaries:								
Engineering	246,600	13.7	81,100-	489,900	280,600	13.8	149,000-	706,100
Program & Production	555,200	30.8	327,800-	1,704,000	507,200	25.0	282,900-	1,951,400
News	266,800	14.8	178,500-	588,100	290,400	14.3	170,700-	738,900
Sales	510,300	28.3	200,600-	943,900	641,100	31.6	184,300-	1,033,700
Advertising & Promotion	16,800	0.9	5,100-	19,600	19,700	1.0	3,600-	21,000
General & Administrative	208,000	11.5	104,400-	287,100	289,100	14.3	89,100-	314,500
Total Salaries	1,803,600	100.0	1,022,200-	2,988,300	2,028,200	100.0	1,009,100-	3,119,300
Cost of Outside News Service	55,500		29,700-	130,400	63,900		40,300-	135,400
Music License Fees	139,900		63,800-	244,600	177,400		73,800-	248,800
Rating Services	59,600		37,000-	96,800	54,300		28,800-	113,100
Travel & Entertainment	76,000		56,800-	228,900	78,300		48,100-	232,300
Depreciation & Amortization	90,500		71,500-	151,700	102,600		70,400-	164,700
Interest	900		0-	18,600	0		0-	18,900
Utility Costs	74,800		25,200-	139,600	81,700		20,100-	172,200
Bad Debt Expense	28,600		14,900-	121,400	30,600		21,100-	121,700
Corporate Allocation Charges	70,300		0-	203,700	103,000		0-	261,000
Employee Fringe Benefit Costs	264,600		180,600-	305,600	272,400		170,800-	312,300
Station Insurance Costs	17,300		6,400-	21,200	17,800		8,900-	22,600
Pre-Tax Profit	598,700		136,000-	3,191,100	1,252,400		148,800-	3,344,600
Profit Margin		12.03%	3.93%-	29.10%		19.72%	5.43%-	29.61%
Fulltime Employment	44		41-	61	51		42-	62
Parttime Employment	5		2-	10	5		2-	10

Part IV.
Nationwide Financial Yardsticks By Format

The following statistical tables have been compiled by type of station and format. The commonly reported formats are: Adult Contemporary, AOR (album oriented rock), Beautiful Music, Classical, Country, Ethnic, Nostalgia, News/Talk, Religious, Top 40, and Urban. In the AM/FM category, where sufficient associated stations reported two identical formats, the data is displayed as a combined format. Other formats not mentioned are included in the above formats, and are as follows:

Adult Contemporary: adult, MOR (middle of the road), bright, uptempo, good or easy listening, standards, soft hits, entertainment and conservative

AOR: progressive, underground, hard rock, folk, alternative, free form, progressive rock

Beautiful Music: good music, instrumental

Classical: concert, fine music, serious music

Country: country and western, bluegrass

Ethnic: Foreign languages (Indian, Italian, Japenese, Portuguese, Spanish)

Nostalgia: oldies, old gold, solid gold, unforgettable, big band, music you remember, music of your life

News/Talk: news, talk, discussion, interview, personality, informational, magazine

Religious: gospel, sacred, christian, inspirational

Top 40: contemporary, rock, request, popular, hit parade, hot hits

Urban: black, rhythm and blues, soul

Table 82
All Stations, Nationwide
Classical Format

	All Stations (9)				Profit Only Stations (7)		
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)
Total Time Sales:	1,691,900	100.0	904,800-	2,340,000	1,767,800	100.0	**Sample Insufficient To Be Meaningful**
Network Compensation	0	0.0	0-	0	0	0.0	
National & Regional Advertisers	328,500	19.4	148,200-	507,700	331,800	18.8	
Local Advertisers	1,363,400	80.6	702,000-	1,985,000	1,436,000	81.2	
Total Net Revenues	1,680,000		783,600-	2,079,300	1,766,600		
Political Advertising Revenue	20,400		10,400-	56,100	26,700		
Revenues Other Than Time Sales	19,400		100-	71,800	38,400		
Trade-Outs & Barter	79,600		30,900-	210,500	60,800		
Expenses:							
Engineering	108,400	7.3	45,000-	330,800	100,000	6.7	
Program & Production	312,500	21.2	250,100-	744,800	331,300	22.2	
News	7,600	0.5	7,400-	7,400	6,900	0.5	
Sales	297,900	20.2	152,000-	597,100	311,400	20.9	
Advertising & Promotion	87,800	5.9	36,800-	119,200	54,100	3.6	
General & Administrative	661,900	44.8	204,900-	883,800	686,100	46.0	
Total Expenses	1,476,000	100.0	641,200-	1,838,600	1,489,800	100.0	
Salaries:							
Engineering	49,100	6.6	29,200-	172,700	48,700	6.7	
Program & Production	275,900	36.8	190,000-	436,100	270,900	37.4	
News	0	0.0	0-	0	0	0.0	
Sales	240,000	32.0	135,200-	334,500	263,500	36.4	
Advertising & Promotion	5,000	0.7	0-	8,300	0	0.0	
General & Administrative	179,300	23.9	111,600-	247,000	140,800	19.5	
Total Salaries	749,300	100.0	473,500-	845,700	724,000	100.0	
Cost of Outside News Service	7,400		3,200-	15,700	9,600		
Music License Fees	28,300		20,700-	51,700	37,300		
Rating Services	2,800		0-	14,500	5,000		
Travel & Entertainment	27,900		21,600-	55,100	29,100		
Depreciation & Amortization	69,600		41,600-	123,100	64,100		
Interest	0		0-	2,300	0		
Utility Costs	32,300		13,100-	98,200	46,800		
Bad Debt Expense	10,900		2,600-	25,300	15,700		
Corporate Allocation Charges	18,000		0-	76,200	19,200		
Employee Fringe Benefit Costs	95,800		19,200-	194,400	130,100		
Station Insurance Costs	6,200		1,200-	21,300	10,300		
Pre-Tax Profit	204,000		76,100-	526,500	276,800		
Profit Margin		12.14%	3.19%-	23.34%		15.67%	
Fulltime Employment	24		17-	27	26		
Parttime Employment	6		3-	9	7		

Table 83
Fulltime AM Stations, Nationwide
Adult Contemporary Format

	All Stations (149)				Profit Only Stations (98)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	577,800	100.0	333,500-	1,072,900	651,900	100.0	374,100-	1,800,400
Network Compensation	400	0.1	0-	10,900	2,500	0.4	0-	19,400
National & Regional Advertisers	84,200	14.6	29,000-	221,100	80,900	12.4	36,700-	355,500
Local Advertisers	493,200	85.4	278,400-	848,100	568,500	87.2	320,600-	1,448,100
Total Net Revenues	534,300		322,100-	972,600	613,800		376,200-	1,581,100
Political Advertising Revenue	10,000		4,300-	26,500	14,300		5,800-	40,600
Revenues Other Than Time Sales	1,600		0-	9,300	2,100		0-	12,500
Trade-Outs & Barter	23,600		6,700-	57,100	23,400		5,200-	93,600
Expenses:								
Engineering	29,800	6.1	17,800-	68,700	30,800	5.9	15,600-	81,600
Program & Production	103,900	21.4	80,800-	218,800	118,400	22.8	79,900-	313,100
News	39,300	8.1	18,400-	129,700	48,300	9.3	21,800-	167,700
Sales	92,700	19.1	66,200-	211,800	98,100	18.9	64,300-	285,400
Advertising & Promotion	26,200	5.4	7,900-	129,500	28,000	5.4	7,900-	150,300
General & Administrative	193,100	39.8	129,400-	356,800	194,900	37.6	113,100-	475,000
Total Expenses	485,100	100.0	325,000-	820,700	518,600	100.0	306,400-	1,074,700
Salaries:								
Engineering	13,300	5.2	7,300-	34,100	12,800	4.4	7,600-	53,700
Program & Production	74,100	29.1	60,000-	130,500	77,000	26.1	59,500-	183,100
News	31,500	12.4	20,500-	110,800	42,800	14.5	20,100-	121,500
Sales	71,500	28.1	52,900-	151,300	91,300	31.0	52,300-	206,700
Advertising & Promotion	9,900	3.9	1,100-	38,800	12,200	4.2	4,000-	40,100
General & Administrative	54,500	21.4	43,700-	108,500	58,600	19.9	43,300-	132,600
Total Salaries	254,800	100.0	181,900-	405,700	294,700	100.0	178,800-	542,000
Cost of Outside News Service	8,200		5,600-	13,000	8,600		5,700-	14,300
Music License Fees	13,800		8,900-	27,900	18,000		10,700-	42,100
Rating Services	600		0-	13,300	1,500		0-	26,200
Travel & Entertainment	9,600		4,100-	22,100	9,600		3,200-	30,700
Depreciation & Amortization	26,600		12,900-	60,000	26,400		12,600-	61,800
Interest	1,600		0-	11,700	400		0-	10,700
Utility Costs	12,600		7,000-	22,500	12,000		6,300-	25,400
Bad Debt Expense	6,000		2,900-	15,600	6,900		3,200-	21,400
Corporate Allocation Charges	0		0-	32,600	0		0-	36,200
Employee Fringe Benefit Costs	31,100		11,200-	57,700	38,400		12,300-	70,500
Station Insurance Costs	5,500		3,900-	9,100	5,900		4,000-	9,700
Pre-Tax Profit	49,200		(27,700)-	169,400	95,200		35,100-	349,300
Profit Margin		9.21%	(5.91%)-	18.74%		15.51%	9.22%-	24.21%
Fulltime Employment	16		11-	23	16		11-	27
Parttime Employment	4		2-	7	4		2-	7

Table 84
Fulltime AM Stations, Nationwide
Country Format

	All Stations (66)				Profit Only Stations (40)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	638,100	100.0	327,700-	1,221,200	669,700	100.0	362,100-	1,720,800
Network Compensation	300	0.1	0-	13,300	800	0.1	0-	11,400
National & Regional Advertisers	81,800	12.8	36,800-	353,500	75,200	11.2	33,500-	482,700
Local Advertisers	556,000	87.1	302,200-	923,600	593,700	88.7	347,600-	1,121,000
Total Net Revenues	615,800		333,300-	1,116,700	684,300		399,800-	1,550,000
Political Advertising Revenue	11,200		4,600-	18,100	12,500		5,000-	20,300
Revenues Other Than Time Sales	1,600		0-	8,700	2,400		0-	9,400
Trade-Outs & Barter	22,200		3,700-	67,600	21,300		4,900-	72,000
Expenses:								
Engineering	33,900	5.8	10,500-	61,300	33,700	5.7	12,200-	64,400
Program & Production	130,200	22.4	82,600-	232,800	134,700	22.7	80,300-	228,700
News	33,400	5.7	20,200-	133,000	33,600	5.7	20,200-	124,000
Sales	130,500	22.4	81,700-	218,300	139,700	23.6	95,100-	212,100
Advertising & Promotion	29,400	5.1	7,300-	90,000	29,800	5.0	10,900-	124,200
General & Administrative	224,600	38.6	154,400-	337,100	220,800	37.3	152,900-	332,000
Total Expenses	582,000	100.0	336,000-	1,043,200	592,400	100.0	276,900-	1,042,300
Salaries:								
Engineering	10,700	4.0	4,100-	29,600	14,000	4.8	7,100-	34,300
Program & Production	77,600	29.0	54,300-	186,000	91,200	31.5	48,800-	186,200
News	31,200	11.7	19,000-	106,700	32,100	11.1	24,400-	104,500
Sales	94,400	35.3	46,100-	186,300	99,200	34.3	47,300-	204,000
Advertising & Promotion	6,500	2.4	3,200-	10,500	6,600	2.3	4,100-	9,700
General & Administrative	47,100	17.6	43,000-	80,600	46,200	16.0	42,800-	83,100
Total Salaries	267,500	100.0	159,000-	478,200	289,300	100.0	169,200-	533,000
Cost of Outside News Service	7,600		4,900-	15,400	7,200		4,900-	13,000
Music License Fees	15,500		8,500-	30,400	16,800		8,800-	39,600
Rating Services	1,800		0-	14,400	5,800		0-	15,400
Travel & Entertainment	9,900		3,800-	22,600	9,900		3,800-	22,600
Depreciation & Amortization	40,500		19,100-	64,000	38,800		16,100-	79,400
Interest	3,200		0-	39,400	1,000		0-	33,300
Utility Costs	12,700		5,500-	20,200	13,400		5,400-	20,200
Bad Debt Expense	6,100		3,100-	16,000	7,200		3,500-	20,200
Corporate Allocation Charges	0		0-	38,000	0		0-	36,500
Employee Fringe Benefit Costs	17,600		9,500-	49,500	17,000		8,000-	49,500
Station Insurance Costs	6,200		3,900-	9,100	6,100		2,800-	9,200
Pre-Tax Profit	33,800		(62,200)-	169,200	91,900		32,500-	362,700
Profit Margin		5.49%	(12.99%)-	21.08%		13.43%	8.29%-	33.05%
Fulltime Employment	16		11-	26	17		12-	26
Parttime Employment	3		2-	6	3		2-	5

Table 85
Fulltime AM Stations, Nationwide
Ethnic Format

	All Stations (7)			Profit Only Stations (7)		
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)
Total Time Sales:	866,400	100.0				
Network Compensation	0	0.0				
National & Regional Advertisers	250,900	29.0				
Local Advertisers	615,500	71.0				
Total Net Revenues	837,500					
Political Advertising Revenue	11,300					
Revenues Other Than Time Sales	6,100					
Trade-Outs & Barter	74,800					
Expenses:						
Engineering	20,700	3.0				
Program & Production	125,200	18.3				
News	29,200	4.3				
Sales	75,900	11.1				
Advertising & Promotion	20,300	3.0				
General & Administrative	414,200	60.4				
Total Expenses	685,600	100.0	**Sample Insufficient To Be Meaningful**	**Same As All Stations**		
Salaries:						
Engineering	3,100	0.9				
Program & Production	170,500	46.9				
News	44,700	12.3				
Sales	69,400	19.1				
Advertising & Promotion	3,900	1.1				
General & Administrative	71,600	19.7				
Total Salaries	363,200	100.0				
Cost of Outside News Service	9,500					
Music License Fees	23,500					
Rating Services	0					
Travel & Entertainment	4,800					
Depreciation & Amortization	11,300					
Interest	100					
Utility Costs	8,500					
Bad Debt Expense	7,700					
Corporate Allocation Charges	41,200					
Employee Fringe Benefit Costs	51,100					
Station Insurance Costs	2,300					
Pre-Tax Profit	152,000					
Profit Margin		18.14%				
Fulltime Employment	18					
Parttime Employment	4					

Table 86
Fulltime AM Stations, Nationwide
News/Talk Format

	All Stations (38)				Profit Only Stations (16)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	1,490,900	100.0	707,900-	3,489,700	3,564,500	100.0	817,200-	5,405,900
Network Compensation	50,600	3.4	10,900-	102,900	97,700	2.7	21,400-	205,300
National & Regional Advertisers	367,900	24.7	110,700-	784,100	877,700	24.6	133,300-	1,794,200
Local Advertisers	1,072,400	71.9	614,700-	2,350,300	2,589,000	72.6	721,100-	3,820,500
Total Net Revenues	1,309,400		690,200-	3,002,000	3,107,200		783,400-	4,511,800
Political Advertising Revenue	35,000		12,400-	74,000	42,200		16,500-	102,600
Revenues Other Than Time Sales	1,400		0-	6,100	2,900		0-	16,000
Trade-Outs & Barter	122,900		35,200-	304,700	237,300		79,100-	333,200
Expenses:								
Engineering	60,300	4.2	36,100-	161,700	87,100	3.5	28,100-	280,900
Program & Production	214,500	15.0	140,300-	464,200	253,400	10.2	133,400-	448,500
News	207,700	14.6	104,900-	596,200	323,900	13.1	91,900-	816,400
Sales	288,500	20.2	152,200-	582,600	728,700	29.4	139,900-	693,900
Advertising & Promotion	184,000	12.9	73,200-	354,300	300,500	12.1	117,400-	518,000
General & Administrative	471,100	33.0	271,000-	781,600	782,600	31.6	269,500-	1,070,900
Total Expenses	1,426,000	100.0	794,600-	2,488,100	2,476,200	100.0	685,100-	4,179,100
Salaries:								
Engineering	37,400	6.0	22,000-	97,000	107,800	11.0	28,000-	175,300
Program & Production	142,500	22.9	96,400-	288,300	173,300	17.7	85,100-	329,000
News	161,400	25.9	94,500-	441,500	236,600	24.2	126,700-	800,200
Sales	163,900	26.3	117,700-	362,900	287,900	29.4	117,400-	467,200
Advertising & Promotion	17,000	2.7	8,600-	40,200	24,400	2.5	14,100-	44,400
General & Administrative	100,100	16.1	70,700-	174,600	149,200	15.2	69,200-	251,100
Total Salaries	622,300	100.0	387,800-	1,333,900	979,200	100.0	373,800-	1,937,400
Cost of Outside News Service	24,000		11,200-	45,900	28,400		15,300-	96,000
Music License Fees	13,200		8,500-	25,000	18,700		9,600-	62,600
Rating Services	22,800		3,200-	42,100	24,400		600-	62,200
Travel & Entertainment	25,300		12,100-	41,600	28,900		14,300-	60,700
Depreciation & Amortization	71,100		35,500-	164,900	90,700		38,400-	176,600
Interest	1,900		0-	35,500	1,600		0-	44,000
Utility Costs	24,700		5,700-	52,500	29,100		3,700-	47,300
Bad Debt Expense	20,300		8,800-	37,700	20,700		8,100-	44,400
Corporate Allocation Charges	0		0-	75,600	53,000		0-	126,500
Employee Fringe Benefit Costs	113,700		34,000-	171,700	124,600		32,000-	188,800
Station Insurance Costs	9,100		5,700-	20,400	9,200		4,800-	37,100
Pre-Tax Profit	(116,600)		(298,900)-	289,900	631,000		77,900-	1,907,100
Profit Margin		(8.90%)	(27.12%)-	13.44%		20.31%	6.47%-	38.49%
Fulltime Employment	39		22-	50	44		24-	73
Parttime Employment	6		3-	11	7		3-	15

Table 87
Fulltime AM Stations, Nationwide
Nostalgia Format

	All Stations (29)				Profit Only Stations (13)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	722,700	100.0	483,500-	1,247,100	790,300	100.0	676,100-	2,937,400
Network Compensation	5,600	0.8	0-	21,100	5,700	0.7	0-	7,700
National & Regional Advertisers	88,800	12.3	40,200-	190,000	113,700	14.4	45,900-	575,800
Local Advertisers	628,300	86.9	377,500-	945,200	671,000	84.9	565,000-	2,379,700
Total Net Revenues	676,200		457,400-	1,158,400	698,900		644,000-	2,486,600
Political Advertising Revenue	11,600		6,500-	36,200	22,100		8,100-	47,900
Revenues Other Than Time Sales	100		8,300-	6,400	0		0-	3,800
Trade-Outs & Barter	58,000		20,700-	124,500	74,200		46,600-	205,100
Expenses:								
Engineering	39,800	5.7	10,400-	83,300	16,000	2.9	16,700-	171,600
Program & Production	165,500	23.9	105,800-	292,600	126,200	23.0	126,600-	564,900
News	50,000	7.2	11,700-	115,600	45,000	8.2	25,600-	115,600
Sales	142,400	20.6	73,900-	299,900	128,300	23.4	87,100-	839,700
Advertising & Promotion	45,400	6.6	16,600-	167,100	29,200	5.3	16,500-	246,700
General & Administrative	249,200	36.0	166,900-	414,400	203,100	37.1	170,900-	506,400
Total Expenses	692,200	100.0	408,500-	1,036,100	547,700	100.0	463,800-	1,768,400
Salaries:								
Engineering	19,100	5.2	2,700-	37,800	12,500	3.8	7,800-	45,000
Program & Production	113,100	31.0	77,200-	172,800	104,700	32.1	78,600-	455,500
News	40,000	11.0	16,600-	79,600	35,100	10.7	19,100-	77,600
Sales	108,800	29.8	47,300-	190,200	100,400	30.7	54,100-	296,700
Advertising & Promotion	12,000	3.3	600-	20,200	9,400	2.9	6,600-	27,900
General & Administrative	72,600	19.8	50,700-	109,500	64,400	19.7	62,700-	155,300
Total Salaries	365,600	100.0	186,100-	498,800	326,600	100.0	267,300-	840,100
Cost of Outside News Service	8,600		4,900-	18,600	8,700		6,900-	19,800
Music License Fees	17,400		9,400-	29,000	18,700		13,400-	94,700
Rating Services	12,200		1,800-	23,200	20,600		1,400-	36,200
Travel & Entertainment	11,900		4,100-	30,700	12,600		4,100-	57,000
Depreciation & Amortization	35,700		20,800-	89,200	30,100		14,500-	89,200
Interest	0		0-	17,700	0		0-	700
Utility Costs	11,400		5,200-	21,200	11,600		4,700-	20,200
Bad Debt Expense	9,800		2,500-	22,500	18,300		6,200-	28,000
Corporate Allocation Charges	1,800		0-	34,500	0		0-	36,000
Employee Fringe Benefit Costs	24,400		7,500-	60,200	17,400		2,800-	43,400
Station Insurance Costs	6,200		2,800-	13,700	10,400		4,600-	27,600
Pre-Tax Profit	(16,000)		(123,700)-	141,100	151,200		82,700-	295,100
Profit Margin		(2.37%)	(29.48%)-	18.31%		21.63%	9.80%-	27.45%
Fulltime Employment	20		11-	23	22		17-	32
Parttime Employment	5		3-	8	5		3-	8

Table 88
Fulltime AM Stations, Nationwide
Top 40 Format

Revenue & Expense Items	All Stations (20) Typical Dollar Figures ($)	All Stations (20) Typical Percent Figures (%)	All Stations (20) Middle 50% Range ($)		Profit Only Stations (12) Typical Dollar Figures ($)	Profit Only Stations (12) Typical Percent Figures (%)	Profit Only Stations (12) Middle 50% Range ($)	
Total Time Sales:	471,200	100.0	294,600-	630,800	514,300	100.0	390,200-	755,700
Network Compensation	0	0.0	0-	1,500	0	0.0	0-	12,700
National & Regional Advertisers	75,700	16.1	43,300-	121,600	95,600	18.6	58,500-	170,500
Local Advertisers	395,400	83.9	225,000-	548,500	418,700	81.4	268,800-	719,500
Total Net Revenues	449,900		292,500-	606,000	506,400		361,700-	724,900
Political Advertising Revenue	5,900		2,200-	10,000	6,300		3,600-	13,200
Revenues Other Than Time Sales	8,000		500-	16,800	11,200		1,600-	18,700
Trade-Outs & Barter	16,900		0-	36,200	32,700		5,800-	40,400
Expenses:								
Engineering	17,400	4.1	7,500-	31,200	27,600	6.1	10,600-	47,900
Program & Production	108,200	25.3	53,000-	130,500	106,600	23.6	72,800-	160,100
News	18,000	4.2	4,600-	24,300	19,900	4.4	4,200-	26,800
Sales	89,500	20.9	37,300-	128,000	105,300	23.3	28,900-	135,500
Advertising & Promotion	9,700	2.3	4,200-	18,900	9,800	2.2	6,800-	19,800
General & Administrative	185,500	43.3	127,200-	229,300	182,800	40.4	126,700-	231,800
Total Expenses	428,300	100.0	273,500-	525,500	451,900	100.0	226,600-	588,200
Salaries:								
Engineering	4,700	2.2	900-	15,700	4,800	1.8	1,500-	20,400
Program & Production	78,100	37.2	46,500-	100,000	76,000	28.9	61,200-	159,800
News	11,200	5.3	5,400-	19,100	14,900	5.6	7,300-	28,600
Sales	64,900	30.8	44,800-	95,100	88,100	33.5	42,500-	103,900
Advertising & Promotion	7,800	3.7	4,300-	14,300	12,500	4.7	9,000-	16,100
General & Administrative	43,700	20.8	26,400-	69,200	66,900	25.4	32,100-	90,200
Total Salaries	210,300	100.0	143,700-	320,200	263,100	100.0	164,000-	347,700
Cost of Outside News Service	5,800		1,400-	9,000	3,800		1,100-	10,200
Music License Fees	12,400		3,800-	18,000	15,300		3,000-	18,500
Rating Services	100		0-	4,000	1,300		0-	3,800
Travel & Entertainment	7,500		2,900-	10,200	7,200		2,600-	9,900
Depreciation & Amortization	33,300		22,000-	37,200	34,400		20,800-	54,800
Interest	2,700		0-	18,300	1,600		0-	21,300
Utility Costs	7,900		5,300-	11,500	9,400		7,400-	19,800
Bad Debt Expense	8,200		3,100-	13,800	12,600		8,000-	15,000
Corporate Allocation Charges	0		0-	22,900	0		0-	50,200
Employee Fringe Benefit Costs	16,000		6,500-	29,400	13,100		6,100-	32,600
Station Insurance Costs	4,200		2,600-	7,600	5,600		3,600-	8,900
Pre-Tax Profit	21,600		(9,600)-	68,400	54,400		26,700-	200,500
Profit Margin		4.80%	(3.29%)-	22.06%		10.75%	5.62%-	28.11%
Fulltime Employment	13		9-	18	14		9-	18
Parttime Employment	4		2-	6	5		2-	6

Table 89
Fulltime AM Stations, Nationwide
Urban Format

	All Stations (7)			Profit Only Stations (3)		
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)
Total Time Sales:	630,200	100.0	**Sample Insufficient To Be Meaningful**	**Sample Insufficient To Be Meaningful**		
Network Compensation	3,900	0.6				
National & Regional Advertisers	122,400	19.4				
Local Advertisers	504,000	80.0				
Total Net Revenues	585,100					
Political Advertising Revenue	8,100					
Revenues Other Than Time Sales	0					
Trade-Outs & Barter	3,300					
Expenses:						
Engineering	43,000	7.2				
Program & Production	179,800	30.0				
News	20,600	3.4				
Sales	175,000	29.2				
Advertising & Promotion	28,900	4.8				
General & Administrative	151,300	25.3				
Total Expenses	598,600	100.0				
Salaries:						
Engineering	17,800	6.1				
Program & Production	105,600	36.1				
News	17,300	5.9				
Sales	98,400	33.6				
Advertising & Promotion	3,500	1.2				
General & Administrative	49,800	17.0				
Total Salaries	292,400	100.0				
Cost of Outside News Service	5,000					
Music License Fees	13,300					
Rating Services	8,600					
Travel & Entertainment	19,700					
Depreciation & Amortization	50,500					
Interest	52,600					
Utility Costs	11,100					
Bad Debt Expense	4,200					
Corporate Allocation Charges	3,000					
Employee Fringe Benefit Costs	5,500					
Station Insurance Costs	5,600					
Pre-Tax Profit	(13,600)					
Profit Margin		(2.32%)				
Fulltime Employment	12					
Parttime Employment	5					

Table 90
Fulltime AM Stations, Nationwide
Adult Contemporary/News/Talk Format

	All Stations (12)				Profit Only Stations (8)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	902,800	100.0	657,700-	1,618,600	839,300	100.0	657,700-	2,608,800
Network Compensation	3,900	0.4	100-	71,500	1,300	0.1	0-	120,000
National & Regional Advertisers	134,000	14.8	78,000-	479,300	123,600	14.7	35,900-	669,900
Local Advertisers	765,000	84.7	615,500-	1,096,100	714,500	85.1	615,500-	1,819,000
Total Net Revenues	896,800		644,700-	1,416,700	813,300		644,700-	2,320,400
Political Advertising Revenue	23,200		16,400-	25,800	18,800		12,900-	178,100
Revenues Other Than Time Sales	5,700		1,400-	23,700	3,600		400-	19,200
Trade-Outs & Barter	18,300		13,100-	66,200	15,500		7,600-	349,700
Expenses:								
Engineering	69,900	9.7	31,300-	146,700	35,600	5.6	28,300-	288,500
Program & Production	145,500	20.1	108,600-	344,300	117,600	18.6	94,300-	667,400
News	75,200	10.4	54,900-	371,400	84,900	13.5	60,900-	474,400
Sales	184,300	25.5	136,900-	397,000	162,800	25.8	145,300-	437,100
Advertising & Promotion	19,500	2.7	16,000-	195,300	15,800	2.5	14,900-	766,700
General & Administrative	228,500	31.6	229,700-	498,100	214,400	34.0	210,200-	741,500
Total Expenses	723,000	100.0	569,300-	1,832,900	631,000	100.0	459,000-	1,805,300
Salaries:								
Engineering	21,200	6.5	13,400-	115,700	19,700	5.6	15,800-	150,600
Program & Production	81,800	25.2	72,900-	236,000	75,600	21.5	63,100-	462,000
News	46,800	14.4	40,600-	206,000	58,000	16.5	44,700-	322,400
Sales	110,600	34.1	70,800-	232,300	131,900	37.5	60,300-	319,500
Advertising & Promotion	11,200	3.5	2,900-	39,100	14,000	4.0	0-	50,500
General & Administrative	52,800	16.3	54,700-	121,100	52,200	14.9	50,400-	196,900
Total Salaries	324,400	100.0	254,300-	897,400	351,400	100.0	206,600-	869,400
Cost of Outside News Service	13,200		5,700-	22,700	10,700		5,700-	21,600
Music License Fees	23,500		15,300-	32,800	20,800		5,100-	59,500
Rating Services	5,000		1,900-	27,200	2,300		1,700-	43,900
Travel & Entertainment	20,500		11,700-	28,400	17,000		12,700-	70,900
Depreciation & Amortization	60,000		41,600-	189,500	58,200		44,600-	163,700
Interest	7,000		0-	61,700	0		0-	78,100
Utility Costs	16,600		9,900-	30,300	14,700		6,100-	155,800
Bad Debt Expense	6,000		4,100-	24,200	5,300		3,200-	18,100
Corporate Allocation Charges	5,300		0-	83,000	0		0-	323,600
Employee Fringe Benefit Costs	62,200		43,400-	137,100	56,600		47,000-	229,100
Station Insurance Costs	7,300		5,500-	9,900	9,500		5,400-	24,300
Pre-Tax Profit	173,900		(27,400)-	260,700	182,300		125,800-	515,200
Profit Margin		19.39%	(2.81%)-	29.68%		22.42%	18.94%-	32.36%
Fulltime Employment	25		19-	39	23		19-	36
Parttime Employment	7		5-	12	7		4-	13

Table 91
AM/FM Stations, Nationwide
Adult Contemporary Format

	All Stations (67)				Profit Only Stations (51)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	395,900	100.0	253,800-	737,700	484,100	100.0	253,800-	782,800
Network Compensation	0	0.0	0-	2,300	0	0.0	0-	1,600
National & Regional Advertisers	40,100	10.1	9,800-	87,100	52,000	10.7	13,100-	134,800
Local Advertisers	355,800	89.9	225,000-	576,700	432,100	89.3	225,000-	702,200
Total Net Revenues	414,100		253,500-	686,100	476,000		253,500-	739,300
Political Advertising Revenue	7,100		2,600-	9,600	7,100		2,600-	10,400
Revenues Other Than Time Sales	1,000		0-	9,300	1,000		0-	9,900
Trade-Outs & Barter	5,700		0-	22,800	5,100		0-	23,300
Expenses:								
Engineering	28,200	7.5	11,500-	48,400	34,500	8.1	11,200-	48,600
Program & Production	88,700	23.6	57,400-	159,800	104,400	24.6	56,900-	160,700
News	19,200	5.1	8,900-	45,000	29,400	6.9	8,900-	52,100
Sales	62,600	16.7	35,700-	140,300	70,800	16.7	35,000-	151,000
Advertising & Promotion	8,900	2.4	1,300-	29,700	11,400	2.7	1,800-	30,700
General & Administrative	167,800	44.7	105,200-	272,300	174,600	41.1	94,800-	274,800
Total Expenses	375,400	100.0	210,000-	672,700	425,100	100.0	193,600-	676,200
Salaries:								
Engineering	10,500	5.4	2,500-	20,500	16,700	5.7	4,100-	23,000
Program & Production	54,100	27.9	46,300-	104,200	75,900	26.2	48,100-	105,800
News	20,000	10.3	13,600-	45,700	36,100	12.4	18,000-	51,000
Sales	50,700	26.2	36,600-	106,600	71,400	24.6	35,300-	129,100
Advertising & Promotion	11,100	5.7	7,900-	30,900	15,300	5.3	5,300-	22,100
General & Administrative	47,200	24.4	34,700-	83,600	74,800	25.8	35,800-	93,900
Total Salaries	193,500	100.0	123,100-	325,500	290,100	100.0	120,200-	387,700
Cost of Outside News Service	7,100		5,600-	10,400	7,300		5,500-	10,700
Music License Fees	11,500		7,500-	18,300	11,900		7,400-	20,300
Rating Services	0		0-	1,300	0		0-	1,500
Travel & Entertainment	7,800		3,200-	16,700	8,800		2,100-	19,300
Depreciation & Amortization	27,800		11,800-	44,600	26,800		11,200-	43,300
Interest	2,500		0-	26,900	700		0-	19,100
Utility Costs	12,400		6,500-	26,000	12,600		6,800-	26,600
Bad Debt Expense	5,100		1,800-	11,400	5,200		1,700-	11,700
Corporate Allocation Charges	0		0-	1,800	0		0-	500
Employee Fringe Benefit Costs	14,500		7,200-	32,100	14,200		6,800-	33,000
Station Insurance Costs	4,900		3,400-	8,400	5,000		3,700-	9,000
Pre-Tax Profit	38,700		2,700-	80,900	50,900		21,500-	118,000
Profit Margin		9.35%	0.82%-	21.24%		10.69%	7.30%-	24.52%
Fulltime Employment	13		9-	19	13		9-	20
Parttime Employment	5		3-	9	5		3-	9

Table 92
AM/FM Stations, Nationwide
Beautiful Music Format

	All Stations (7)			Profit Only Stations (3)		
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)
Total Time Sales:	1,116,300	100.0	**Sample Insufficient To Be Meaningful**	**Sample Insufficient To Be Meaningful**		
Network Compensation	0	0.0				
National & Regional Advertisers	84,500	7.6				
Local Advertisers	1,031,800	92.4				
Total Net Revenues	1,054,000					
Political Advertising Revenue	72,900					
Revenues Other Than Time Sales	0					
Trade-Outs & Barter	30,400					
Expenses:						
Engineering	54,700	4.6				
Program & Production	230,900	19.3				
News	49,800	4.2				
Sales	180,100	15.1				
Advertising & Promotion	173,900	14.6				
General & Administrative	505,300	42.3				
Total Expenses	1,194,800	100.0				
Salaries:						
Engineering	53,100	8.8				
Program & Production	157,700	26.0				
News	72,300	11.9				
Sales	200,200	33.1				
Advertising & Promotion	Sample Insufficient					
General & Administrative	122,500	20.2				
Total Salaries	605,700	100.0				
Cost of Outside News Service	10,800					
Music License Fees	31,000					
Rating Services	36,500					
Travel & Entertainment	44,000					
Depreciation & Amortization	135,100					
Interest	11,200					
Utility Costs	39,000					
Bad Debt Expense	15,200					
Corporate Allocation Charges	118,300					
Employee Fringe Benefit Costs	168,200					
Station Insurance Costs	6,800					
Pre-Tax Profit	(140,800)					
Profit Margin		(13.4%)				
Fulltime Employment	23					
Parttime Employment	4					

Table 93
AM/FM Stations, Nationwide
Country Format

	All Stations (63)				Profit Only Stations (51)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	388,000	100.0	238,000-	1,158,200	376,900	100.0	225,400-	1,319,300
Network Compensation	0	0.0	0-	7,200	0	0.0	0-	3,300
National & Regional Advertisers	37,600	9.7	7,900-	181,000	37,500	10.0	8,700-	184,900
Local Advertisers	350,400	90.3	207,500-	950,000	339,300	90.0	194,000-	1,030,900
Total Net Revenues	378,800		232,300-	1,126,600	376,400		225,400-	1,203,700
Political Advertising Revenue	5,900		3,800-	15,900	6,200		3,900-	16,100
Revenues Other Than Time Sales	1,500		0-	8,800	1,600		0-	10,400
Trade-Outs & Barter	20,600		0-	53,300	18,800		0-	51,700
Expenses:								
Engineering	15,800	4.7	10,000-	82,600	13,600	4.5	9,900-	89,900
Program & Production	67,500	20.0	73,800-	252,800	61,800	20.6	74,100-	247,700
News	25,000	7.4	9,300-	80,000	23,200	7.7	8,000-	80,500
Sales	86,100	25.5	56,200-	295,600	82,700	27.6	56,600-	344,100
Advertising & Promotion	19,400	5.7	8,900-	110,100	17,200	5.7	6,400-	106,000
General & Administrative	123,800	36.7	96,200-	353,100	101,200	33.8	93,500-	353,600
Total Expenses	337,700	100.0	204,100-	854,200	299,800	100.0	191,600-	827,500
Salaries:								
Engineering	7,400	4.4	2,700-	31,000	8,500	4.0	2,900-	37,500
Program & Production	53,800	31.5	50,100-	146,600	65,700	31.4	50,100-	157,800
News	18,400	10.8	13,700-	65,400	26,200	12.5	18,200-	98,300
Sales	48,400	28.4	43,900-	234,200	57,400	27.5	54,900-	269,400
Advertising & Promotion	4,300	2.5	4,400-	10,900	5,500	2.6	5,000-	10,600
General & Administrative	38,600	22.6	38,100-	101,800	45,900	22.0	39,900-	128,200
Total Salaries	170,900	100.0	118,200-	448,800	209,200	100.0	116,300-	448,800
Cost of Outside News Service	7,800		4,500-	11,600	7,600		4,400-	11,700
Music License Fees	10,100		5,700-	23,300	10,600		5,400-	25,600
Rating Services	500		0-	17,100	100		0-	17,900
Travel & Entertainment	10,800		4,300-	18,100	8,900		4,700-	18,600
Depreciation & Amortization	45,900		22,300-	101,300	36,000		22,800-	97,200
Interest	6,600		0-	21,100	6,600		0-	20,700
Utility Costs	15,900		9,100-	27,900	16,400		11,400-	27,900
Bad Debt Expense	6,300		2,200-	24,800	7,000		2,300-	25,400
Corporate Allocation Charges	0		0-	3,200	0		0-	9,100
Employee Fringe Benefit Costs	24,200		11,500-	48,500	21,500		12,700-	50,200
Station Insurance Costs	7,100		3,200-	11,300	7,700		3,100-	11,300
Pre-Tax Profit	41,100		4,600-	136,400	76,600		22,300-	379,900
Profit Margin		10.85%	2.38%-	27.93%		20.35%	6.06%-	30.82%
Fulltime Employment	13		8-	26	13		7-	24
Parttime Employment	5		3-	7	5		3-	8

Table 94
AM/FM Stations, Nationwide
Variety Format

	All Stations (12)				Profit Only Stations (6)		
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)
Total Time Sales:	408,900	100.0	260,600-	851,300	360,400	100.0	
Network Compensation	0	0.0	0-	700	0	0.0	
National & Regional Advertisers	53,700	13.1	13,000-	177,400	20,900	5.8	
Local Advertisers	355,200	86.9	225,600-	608,500	339,500	94.2	
Total Net Revenues	406,000		261,300-	810,100	337,500		
Political Advertising Revenue	8,800		2,400-	25,100	10,500		
Revenues Other Than Time Sales	1,400		100-	23,600	2,400		
Trade-Outs & Barter	22,400		5,600-	147,400	6,500		
Expenses:							
Engineering	16,000	4.0	10,700-	51,100	13,500	4.9	
Program & Production	102,900	25.7	55,600-	184,700	62,000	22.4	
News	20,000	5.0	10,300-	37,300	20,400	7.4	
Sales	68,000	17.0	30,800-	251,900	34,400	12.4	
Advertising & Promotion	12,000	3.0	2,800-	59 400	10,200	3.7	
General & Administrative	182,000	45.4	122,100-	364,600	136,100	49.2	
Total Expenses	400,900	100.0	200,500-	945,100	276,600	100.0	**Sample Insufficient To Be Meaningful**
Salaries:							
Engineering	3,800	1.7	3,500-	22,200	6,100	3.2	
Program & Production	68,200	31.0	50,400-	122,000	44,000	22.8	
News	14,100	6.4	19,000-	39,800	21,400	11.1	
Sales	64,100	29.1	26,000-	193,700	28,800	14.9	
Advertising & Promotion	12,400	5.6			Sample Insufficient		
General & Administrative	57,600	26.2	74,100-	116,000	92,500	48.0	
Total Salaries	220,200	100.0	138,200-	447,200	192,800	100.0	
Cost of Outside News Service	9,800		6,200-	12,600	8,500		
Music License Fees	13,500		6,100-	20,900	9,300		
Rating Services	0		0-	1,900	0		
Travel & Entertainment	8,300		3,600-	9,100	7,100		
Depreciation & Amortization	27,000		11,200-	58,200	11,200		
Interest	4,300		0-	87,000	500		
Utility Costs	8,300		4,500-	17,300	6,600		
Bad Debt Expense	4,600		600-	21,100	900		
Corporate Allocation Charges	0		0-	0	0		
Employee Fringe Benefit Costs	22,700		6,300-	70,500	27,800		
Station Insurance Costs	7,000		3,700-	8,300	4,500		
Pre-Tax Profit	5,100		(31,200)-	140,000	60,800		
Profit Margin		1.25%	(4.12%)-	20.36%		18.03%	
Fulltime Employment	12		9-	22	10		
Parttime Employment	6		3-	9	4		

Table 95
AM/FM Stations, Nationwide
Adult Contemporary/AOR Format

	All Stations (10)				Profit Only Stations (9)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	1,107,100	100.0	460,700-	2,040,600	1,348,700	100.0	460,300-	2,111,500
Network Compensation	100	0.0	0-	9,100	0	0.0	0-	10,100
National & Regional Advertisers	244,500	22.1	86,600-	357,300	275,900	20.5	72,900-	443,500
Local Advertisers	862,400	77.9	417,800-	1,808,300	1,072,800	79.5	398,800-	1,859,100
Total Net Revenues	930,800		453,400-	1,844,300	1,101,900		449,000-	1,889,100
Political Advertising Revenue	21,800		10,200-	28,100	23,400		15,100-	28,100
Revenues Other Than Time Sales	15,000		500-	30,500	20,100		400-	35,600
Trade-Outs & Barter	29,600		11,500-	66,900	42,400		8,400-	67,900
Expenses:								
Engineering	51,400	6.1	34,100-	124,200	70,300	7.2	28,500-	132,800
Program & Production	200,200	23.8	193,000-	430,100	231,700	23.6	163,600-	437,900
News	50,600	6.0	37,700-	113,900	57,700	5.9	35,000-	117,800
Sales	204,300	24.3	189,500-	389,600	237,700	24.2	152,300-	457,300
Advertising & Promotion	39,500	4.7	26,500-	89,900	47,500	4.8	17,100-	100,200
General & Administrative	294,800	35.1	210,900-	665,900	336,300	34.3	286,000-	799,300
Total Expenses	840,900	100.0	394,500-	1,305,100	981,200	100.0	385,500-	1,378,500
Salaries:								
Engineering	23,900	5.2	7,200-	55,900	29,800	5.3	4,800-	70,400
Program & Production	142,000	30.9	133,000-	247,800	177,400	31.7	125,400-	266,300
News	36,600	8.0	32,000-	68,400	47,700	8.5	28,000-	79,800
Sales	186,200	40.5	136,300-	325,100	212,200	38.0	148,600-	364,800
Advertising & Promotion	5,400	1.2	2,900-	13,000	6,700	1.2	2,900-	13,000
General & Administrative	66,000	14.3	54,900-	156,900	84,900	15.2	64,400-	210,200
Total Salaries	460,000	100.0	219,900-	828,400	558,800	100.0	219,900-	834,700
Cost of Outside News Service	11,300		9,000-	13,500	11,300		9,000-	14,700
Music License Fees	28,500		12,900-	49,700	33,300		12,800-	50,800
Rating Services	15,300		9,000-	23,600	13,300		6,000-	24,900
Travel & Entertainment	8,700		4,600-	44,400	12,000		3,900-	45,900
Depreciation & Amortization	77,900		46,100-	168,200	97,200		43,800-	194,300
Interest	10,700		0-	73,100	16,600		2,400-	116,600
Utility Costs	10,700		7,400-	20,900	12,600		9,000-	24,100
Bad Debt Expense	20,300		10,500-	48,300	26,800		8,800-	49,200
Corporate Allocation Charges	11,600		0-	187,000	0		0-	259,000
Employee Fringe Benefit Costs	88,300		27,100-	99,500	93,600		24,600-	103,600
Station Insurance Costs	6,800		2,200-	14,100	9,200		3,300-	17,400
Pre-Tax Profit	90,000		27,600-	253,300	120,700		32,200-	260,200
Profit Margin		9.66%	2.67%-	17.60%		10.95%	4.30%-	18.30%
Fulltime Employment	24		15-	35	25		14-	36
Parttime Employment	6		4-	8	6		4-	7

Table 96
AM/FM Stations, Nationwide
Adult Contemporary/Beautiful Music Format

	All Stations (14)				Profit Only Stations (11)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	905,900	100.0	547,600-	1,410,000	895,700	100.0	574,900-	1,502,200
Network Compensation	1,600	0.2	0	6,700	1,700	0.2	0-	7,000
National & Regional Advertisers	157,500	17.4	50,500-	395,900	160,200	17.9	60,800	410,200
Local Advertisers	746,700	82.4	479,100	1,009,800	733,800	81.9	483,500-	1,085,400
Total Net Revenues	853,600		544,600-	1,221,100	851,800		570,200-	1,282,600
Political Advertising Revenue	21,900		12,900-	38,700	21,900		13,000-	38,300
Revenues Other Than Time Sales	5,000		400-	9,200	5,000		300-	8,900
Trade-Outs & Barter	35,900		15,800-	40,300	34,000		9,000	40,000
Expenses								
Engineering	47,500	6.2	41,900-	92,000	44,400	6.0	34,500-	77,400
Program & Production	193,100	25.3	133,000-	258,800	190,600	25.9	131,100-	251,100
News	64,800	8.5	30,500-	120,400	49,800	6.8	27,600-	106,400
Sales	175,000	22.9	94,400-	256,000	151,500	20.6	74,300-	225,200
Advertising & Promotion	31,200	4.1	9,300-	73,900	29,400	4.0	6,800-	75,200
General & Administrative	253,000	33.1	216,400	380,000	268,800	36.6	168,300-	361,400
Total Expenses	764,700	100.0	365,100-	1,094,700	734,600	100.0	367,300-	984,700
Salaries:								
Engineering	29,000	7.3	21,600-	37,400	29,700	7.3	20,000-	42,100
Program & Production	140,100	35.2	113,400-	180,600	126,900	31.2	110,900-	178,700
News	50,400	12.7	26,600	78,900	51,100	12.6	23,500-	83,100
Sales	98,400	24.7	90,300-	205,600	118,200	29.1	90,000-	181,900
Advertising & Promotion	0	0.0	0-	0	0	0.0	0-	0
General & Administrative	79,900	20.1	74,600-	129,000	80,600	19.8	73,100-	125,800
Total Salaries	397,800	100.0	244,400-	515,400	406,500	100.0	252,600-	509,400
Cost of Outside News Service	7,400		6,700-	9,100	7,400		6,200-	8,900
Music License Fees	23,700		15,600-	33,500	23,400		16,300-	32,500
Rating Services	22,300		0-	29,100	9,800		0-	26,800
Travel & Entertainment	16,700		10,300-	20,400	15,600		8,700-	17,800
Depreciation & Amortization	54,900		25,500-	72,600	46,800		24,900-	71,300
Interest	4,800		0-	18,900	300		0-	12,200
Utility Costs	26,600		17,200-	40,100	26,600		19,200-	42,500
Bad Debt Expense	12,000		3,100-	21,000	12,000		5,800-	17,100
Corporate Allocation Charges	0		0-	12,000	0		0-	9,000
Employee Fringe Benefit Costs	34,400		19,700-	58,500	34,400		17,200-	52,100
Station Insurance Costs	9,800		6,500-	13,000	7,300		5,700-	12,200
Pre-Tax Profit	88,900		6,700-	168,200	117,300		72,500-	176,600
Profit Margin		10.42%	(0.43%)-	19.08%		13.77%	9.89%-	21.46%
Fulltime Employment	22		16-	28	22		18-	26
Parttime Employment	4		3-	6	5		4-	8

Table 97
AM/FM Stations, Nationwide
Adult Contemporary/Country Format

	All Stations (80)				Profit Only Stations (60)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	452,800	100.0	288,700-	707,800	470,600	100.0	304,900-	730,200
Network Compensation	0	0.0	0-	500	0	0.0	0-	400
National & Regional Advertisers	42,600	9.4	10,200-	91,900	43,700	9.3	9,400-	96,300
Local Advertisers	410,200	90.6	259,300-	615,200	426,900	90.7	272,800-	669,700
Total Net Revenues	449,900		285,800-	687,100	465,800		303,500-	699,600
Political Advertising Revenue	7,100		4,200-	13,500	7,600		4,700-	12,300
Revenues Other Than Time Sales	900		0-	8,100	1,400		0-	8,100
Trade-Outs & Barter	6,700		300-	31,100	4,200		0-	31,800
Expenses:								
Engineering	23,700	5.7	13,500-	41,900	24,600	6.1	14,300-	41,900
Program & Production	101,100	24.4	79,600-	157,500	105,700	26.1	73,900-	192,400
News	23,100	5.6	12,300-	43,300	25,000	6.2	9,800-	43,100
Sales	70,500	17.0	49,200-	154,300	70,500	17.4	46,300-	159,500
Advertising & Promotion	5,800	1.4	2,800-	40,200	5,800	1.4	2,400-	35,400
General & Administrative	190,600	46.0	138,100-	281,700	172,800	42.7	132,200-	258,100
Total Expenses	414,800	100.0	267,600-	658,300	404,400	100.0	254,600-	609,500
Salaries:								
Engineering	10,100	4.5	3,800-	18,900	10,200	4.5	4,200-	18,200
Program & Production	64,100	28.4	54,000-	117,100	64,200	28.5	51,300-	119,200
News	28,900	12.8	13,000-	43,700	26,000	11.5	13,300-	45,900
Sales	57,500	25.5	42,400-	130,500	59,400	26.4	43,500-	132,100
Advertising & Promotion	9,200	4.1	0-	15,500	9,200	4.1	0-	15,500
General & Administrative	55,700	24.7	41,600-	85,700	56,100	24.9	43,800-	90,800
Total Salaries	225,500	100.0	151,000-	345,000	225,000	100.0	153,400-	365,500
Cost of Outside News Service	7,900		5,600-	10,900	7,900		5,500-	10,100
Music License Fees	11,300		7,800-	19,100	12,200		8,400-	20,700
Rating Services	0		0-	800	0		0-	700
Travel & Entertainment	8,000		3,900-	13,200	8,100		4,300-	13,200
Depreciation & Amortization	23,600		16,600-	66,200	22,300		12,100-	42,000
Interest	11,800		200-	33,300	8,200		0-	22,700
Utility Costs	14,600		8,400-	22,300	16,800		8,100-	22,200
Bad Debt Expense	5,200		2,500-	9,700	5,500		2,500-	10,100
Corporate Allocation Charges	0		0-	3,600	0		0-	1,400
Employee Fringe Benefit Costs	19,200		8,800-	40,700	20,200		6,700-	50,700
Station Insurance Costs	4,600		3,700-	10,500	4,600		3,600-	8,400
Pre-Tax Profit	35,100		1,700-	86,900	61,300		18,900-	100,300
Profit Margin		7.79%	0.33%-	16.81%		13.17%	4.93%-	23.85%
Fulltime Employment	13		10-	20	13		9-	20
Parttime Employment	5		3-	8	5		3-	7

Table 98
AM/FM Stations, Nationwide
Adult Contemporary/News/Talk Format

	All Stations (9)				Profit Only Stations (5)		
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)
Total Time Sales:	621,500	100.0	530,800-	1,016,100	744,300	100.0	
Network Compensation	1,200	0.2	0-	18,800	2,300	0.3	
National & Regional Advertisers	136,300	21.9	84,400-	222,100	201,300	27.0	
Local Advertisers	484,100	77.9	418,200-	830,000	540,700	72.6	
Total Net Revenues	566,500		526,400-	1,014,300	772,200		
Political Advertising Revenue	12,300		400-	21,000	19,600		
Revenues Other Than Time Sales	7,800		800-	63,300	15,900		
Trade-Outs & Barter	6,000		0-	23,700	9,400		
Expenses:							
Engineering	22,000	4.3	22,300-	91,300	32,500	5.1	
Program & Production	100,900	19.8	126,700-	352,300	147,600	23.0	
News	28,500	5.6	11,000-	720,100	213,100	33.2	
Sales	118,700	23.3	84,900-	445,000	93,100	14.5	
Advertising & Promotion	35,300	6.9	32,900-	401,800	22,500	3.5	
General & Administrative	203,000	39.9	226,500-	403,300	133,300	20.8	
Total Expenses	508,300	100.0	544,700-	820,400	642,100	100.0	**Sample Insufficient To Be Meaningful**
Salaries:							
Engineering	13,700	5.2	1,200-	37,800	12,300	3.2	
Program & Production	69,400	26.2	72,300-	234,100	104,500	27.3	
News	22,300	8.4	23,100-	348,300	106,900	27.9	
Sales	55,100	20.8	62,000-	309,600	83,100	21.7	
Advertising & Promotion	18,500	7.0	26,500-	26,500	11,900	3.1	
General & Administrative	86,400	32.5	78,500-	157,700	63,800	16.7	
Total Salaries	265,400	100.0	270,200-	489,200	382,700	100.0	
Cost of Outside News Service	9,200		6,400-	17,000	11,900		
Music License Fees	21,800		13,500-	28,600	23,800		
Rating Services	1,700		0-	30,800	2,900		
Travel & Entertainment	9,000		5,100-	37,400	24,000		
Depreciation & Amortization	41,300		19,300-	115,500	57,700		
Interest	700		0-	80,400	1,500		
Utility Costs	15,700		6,500-	51,600	17,100		
Bad Debt Expense	10,900		1,100-	35,300	10,900		
Corporate Allocation Charges	0		0-	7,400	1,400		
Employee Fringe Benefit Costs	56,300		34,900-	83,600	62,900		
Station Insurance Costs	6,100		5,300-	17,700	6,700		
Pre-Tax Profit	58,200		(90,900)-	216,400	130,100		
Profit Margin		10.27%	(16.95%)-	18.46%		16.85%	
Fulltime Employment	18		15-	22	18		
Parttime Employment	4		3-	6	3		

Table 99
AM/FM Stations, Nationwide
Adult Contemporary/Top 40 Format

	All Stations (27)				Profit Only Stations (21)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	704,900	100.0	412,200-	1,382,100	741,300	100.0	435,800-	1,450,000
Network Compensation	0	0.0	0-	3,300	0	0.0	0-	10,000
National & Regional Advertisers	101,300	14.4	54,800-	228,500	100,000	13.5	52,500-	269,400
Local Advertisers	603,600	85.6	344,400-	1,153,300	541,300	86.5	368,100-	1,181,800
Total Net Revenues	681,600		408,900-	1,278,800	713,500		480,300-	1,367,100
Political Advertising Revenue	9,300		4,900-	23,100	11,100		5,700-	25,700
Revenues Other Than Time Sales	9,100		100-	22,200	11,800		200-	31,500
Trade-Outs & Barter	28,500		600-	65,200	16,200		0-	64,900
Expenses:								
Engineering	45,100	7.4	36,200-	101,500	58,000	9.2	40,100-	110,200
Program & Production	151,400	24.8	97,500-	255,800	141,400	22.4	104,800-	307,700
News	28,900	4.7	18,000-	112,600	41,700	6.6	17,200-	210,300
Sales	134,800	22.1	75,900-	275,300	124,700	19.8	88,100-	280,800
Advertising & Promotion	19,600	3.2	6,500-	61,700	21,000	3.3	11,300-	51,000
General & Administrative	230,100	37.7	182,200-	417,400	243,800	38.7	186,900-	424,500
Total Expenses	610,000	100.0	369,900-	1,018,700	630,600	100.0	413,300-	1,074,400
Salaries:								
Engineering	16,200	5.1	11,700-	33,400	12,900	3.8	11,400-	37,900
Program & Production	99,700	31.2	62,400-	231,300	105,000	30.7	62,400-	245,300
News	17,900	5.6	13,200-	85,300	46,700	13.6	12,700-	107,300
Sales	97,500	30.6	61,300-	213,300	87,600	25.6	73,900-	255,200
Advertising & Promotion	15,700	4.9	14,000-	41,900	13,000	3.8	14,000-	41,900
General & Administrative	72,100	22.6	56,300-	117,100	77,000	22.5	53,500-	123,100
Total Salaries	319,100	100.0	198,500-	556,700	342,300	100.0	218,300-	565,900
Cost of Outside News Service	9,100		6,100-	14,500	9,700		5,800-	15,600
Music License Fees	18,000		11,700-	27,300	18,000		13,100-	31,800
Rating Services	9,000		0-	20,700	11,300		0-	28,900
Travel & Entertainment	10,600		3,500-	25,200	17,100		3,600-	30,100
Depreciation & Amortization	49,500		29,600-	106,400	56,200		31,100-	156,100
Interest	5,500		0-	26,700	8,600		0-	100,000
Utility Costs	23,000		9,500-	40,500	26,200		13,600-	41,900
Bad Debt Expense	8,200		2,700-	20,300	8,200		3,000-	24,100
Corporate Allocation Charges	0		0-	9,000	0		0-	3,000
Employee Fringe Benefit Costs	26,500		8,700-	77,000	26,400		8,300-	90,000
Station Insurance Costs	7,300		3,400-	11,900	8,700		4,900-	14,400
Pre-Tax Profit	71,700		1,000-	156,000	83,000		49,000-	162,200
Profit Margin		10.51%	0.50%-	18.18%		11.63%	8.58%-	23.62%
Fulltime Employment	18		13-	26	19		13-	34
Parttime Employment	5		3-	9	5		4-	9

Table 100
AM/FM Stations, Nationwide
Beautiful Music/Country Format

	All Stations (10)				Profit Only Stations (4)		
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)
Total Time Sales:	332,000	100.0	149,800-	717,500	**Sample Insufficient To Be Meaningful**		
Network Compensation	0	0.0	0-	500			
National & Regional Advertisers	54,800	16.5	22,600-	123,500			
Local Advertisers	277,200	83.5	113,400-	630,600			
Total Net Revenues	272,200		137,000-	698,300			
Political Advertising Revenue	7,600		4,900-	23,300			
Revenues Other Than Time Sales	1,000		400-	13,900			
Trade-Outs & Barter	3,700		900-	6,500			
Expenses:							
Engineering	21,200	7.7	9,500-	83,900			
Program & Production	54,200	19.6	44,600-	203,300			
News	14,200	5.1	4,600-	70,000			
Sales	47,700	17.2	12,500-	155,600			
Advertising & Promotion	10,900	3.9	7,200-	34,300			
General & Administrative	128,400	46.4	107,900-	262,800			
Total Expenses	276,600	100.0	198,500-	576,500			
Salaries:							
Engineering	6,900	4.6	1,300-	26,600			
Program & Production	40,000	26.6	30,200-	171,400			
News	14,800	9.9	13,000-	55,000			
Sales	32,500	21.6	29,400-	178,900			
Advertising & Promotion	28,400	18.9	65,000-	65,000			
General & Administrative	27,500	18.3	26,700-	106,600			
Total Salaries	150,200	100.0	115,200-	305,500			
Cost of Outside News Service	8,300		6,300-	12,500			
Music License Fees	11,400		6,800-	20,800			
Rating Services	0		0-	9,400			
Travel & Entertainment	12,400		7,600-	16,100			
Depreciation & Amortization	25,200		6,100-	39,500			
Interest	500		0-	23,100			
Utility Costs	22,800		15,900-	33,000			
Bad Debt Expense	5,100		900-	13,000			
Corporate Allocation Charges	0		0-	27,400			
Employee Fringe Benefit Costs	14,000		5,800-	34,200			
Station Insurance Costs	4,500		3,000-	53,400			
Pre-Tax Profit	(4,300)		(91,000)-	30,400			
Profit Margin		(1.59%)	(66.33%)-	4.79%			
Fulltime Employment	9		8-	23			
Parttime Employment	4		2-	9			

Table 101
AM/FM Stations, Nationwide
Country/Top 40 Format

	All Stations (19)				Profit Only Stations (14)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	368,400	100.0	268,800-	737,400	365,100	100.0	267,800-	1,024,400
Network Compensation	0	0.0	0-	2,600	0	0.0	0-	2,600
National & Regional Advertisers	56,900	15.5	15,400-	114,700	60,000	16.4	11,800-	143,400
Local Advertisers	311,500	84.5	227,000-	622,800	305,100	83.6	221,300-	745,100
Total Net Revenues	372,500		264,800-	731,100	359,000		263,900-	1,021,600
Political Advertising Revenue	9,200		1,400-	15,300	11,400		3,700-	16,100
Revenues Other Than Time Sales	2,200		0-	4,900	1,200		0-	10,300
Trade-Outs & Barter	5,900		2,100-	10,600	8,800		4,800-	14,500
Expenses:								
Engineering	18,600	5.4	12,200-	36,000	13,600	4.6	10,400-	43,300
Program & Production	77,500	22.4	83,400-	170,900	64,300	22.0	63,000-	185,100
News	19,400	5.6	5,400-	65,700	13,900	4.8	5,400-	77,500
Sales	80,200	23.2	53,300-	120,900	62,500	21.4	35,300-	244,800
Advertising & Promotion	10,500	3.0	3,000-	40,000	4,100	1.4	2,800-	82,100
General & Administrative	139,500	40.4	110,700-	256,100	133,300	45.7	102,500-	411,200
Total Expenses	345,600	100.0	195,900-	703,700	291,600	100.0	163,700-	858,000
Salaries:								
Engineering	4,800	3.4	2,000-	20,700	5,100	3.2	3,400-	21,100
Program & Production	42,500	30.3	47,500-	101,100	47,500	29.7	49,200-	118,300
News	14,100	10.0	10,000-	90,300	19,800	12.4	10,000-	105,300
Sales	45,700	32.5	44,500-	90,500	47,400	29.6	44,400-	266,900
Advertising & Promotion	Sample Insufficient				Sample Insufficient			
General & Administrative	33,400	23.8	33,600-	87,600	40,200	25.1	37,500-	112,200
Total Salaries	140,600	100.0	125,000-	319,400	160,100	100.0	115,500-	426,200
Cost of Outside News Service	8,500		6,300-	11,700	8,300		6,300-	11,200
Music License Fees	11,800		7,600-	23,600	13,000		7,100-	39,700
Rating Services	0		0-	1,700	0		0-	7,300
Travel & Entertainment	9,400		6,200-	19,200	9,600		6,600-	27,200
Depreciation & Amortization	26,700		12,600-	57,800	28,200		15,000-	60,600
Interest	10,300		500-	49,400	14,600		900-	53,200
Utility Costs	10,600		5,900-	24,800	9,900		6,600-	39,700
Bad Debt Expense	3,000		0-	7,700	2,900		0-	12,400
Corporate Allocation Charges	0		0-	7,300	0		0-	5,800
Employee Fringe Benefit Costs	7,500		4,700-	21,400	7,500		4,200-	42,100
Station Insurance Costs	5,600		2,900-	7,700	5,500		2,600-	7,500
Pre-Tax Profit	26,800		(13,700)-	100,400	67,300		26,100-	130,200
Profit Margin		7.21%	(3.68%)-	30.23%		18.75%	3.53%-	32.84%
Fulltime Employment	11		9-	18	11		8-	21
Parttime Employment	4		2-	5	4		3-	6

Table 102
Daytime Stations, Nationwide
Adult Contemporary Format

Revenue & Expense Items	All Stations (42) Typical Dollar Figures ($)	All Stations (42) Typical Percent Figures (%)	All Stations (42) Middle 50% Range ($)		Profit Only Stations (28) Typical Dollar Figures ($)	Profit Only Stations (28) Typical Percent Figures (%)	Profit Only Stations (28) Middle 50% Range ($)	
Total Time Sales:	199,600	100.0	139,300-	392,000	217,100	100.0	141,000-	403,400
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	8,400	4.2	0-	34,800	4,400	2.0	0-	31,000
Local Advertisers	191,300	95.8	122,100-	349,700	212,700	98.0	123,800-	393,200
Total Net Revenues	198,800		135,000-	392,100	212,000		138,000-	406,400
Political Advertising Revenue	2,600		700-	7,200	2,500		700-	7,300
Revenues Other Than Time Sales	0		0-	5,100	500		0-	6,500
Trade-Outs & Barter	8,600		700-	18,700	11,500		200-	18,700
Expenses:								
Engineering	7,400	4.1	3,800-	16,800	7,800	4.4	4,700-	16,200
Program & Production	44,300	24.9	27,400-	75,300	46,700	26.5	23,100-	71,300
News	9,600	5.4	8,100-	32,000	13,000	7.4	5,600-	39,800
Sales	30,700	17.3	22,400-	81,500	42,700	24.2	17,500-	85,400
Advertising & Promotion	2,400	1.3	1,000-	9,600	4,100	2.3	1,500-	15,900
General & Administrative	83,500	47.0	53,000-	138,300	62,000	35.2	40,100-	131,200
Total Expenses	177,800	100.0	112,200-	314,900	176,200	100.0	107,100-	322,700
Salaries:								
Engineering	2,500	3.1	0-	6,100	2,600	2.8	0-	5,300
Program & Production	28,000	34.5	24,300-	57,000	29,800	31.3	26,300-	48,200
News	8,900	11.0	5,400-	15,000	10,700	11.2	6,500-	25,900
Sales	21,800	26.9	12,200-	59,600	32,400	33.9	9,900-	72,900
Advertising & Promotion	600	0.8	500-	1,100	400	0.4	500-	500
General & Administrative	19,400	23.9	15,100-	46,100	19,500	20.5	12,500-	47,600
Total Salaries	81,200	100.0	62,200-	163,500	95,400	100.0	59,900-	176,100
Cost of Outside News Service	6,300		4,000-	9,300	5,700		2,500-	9,600
Music License Fees	4,300		3,400-	7,900	4,700		4,000-	11,800
Rating Services	0		0-	0	0		0-	0
Travel & Entertainment	5,700		1,300-	8,200	4,500		1,700-	9,300
Depreciation & Amortization	21,200		7,000-	27,100	13,000		6,300-	25,000
Interest	3,500		500-	22,100	3,400		200-	6,100
Utility Costs	6,100		3,100-	8,300	3,900		2,500-	8,500
Bad Debt Expense	2,300		400-	6,600	2,400		400-	6,500
Corporate Allocation Charges	0		0-	600	0		0-	800
Employee Fringe Benefit Costs	6,900		3,500-	11,600	5,600		2,500-	11,100
Station Insurance Costs	2,300		1,000-	4,200	2,300		1,000-	4,200
Pre-Tax Profit	21,000		(6,800)-	72,800	35,800		18,400-	103,200
Profit Margin		10.58%	(5.41%)-	27.81%		16.89%	9.85%-	32.63%
Fulltime Employment	8		5-	10	8		5-	10
Parttime Employment	3		2-	4	3		2-	5

Table 103
Daytime Stations, Nationwide
Country Format

Revenue & Expense Items	All Stations (42) Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Profit Only Stations (22) Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	157,900	100.0	102,000-	270,900	163,600	100.0	113,100-	319,300
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	8,100	5.1	0-	32,100	8,500	5.2	400-	32,100
Local Advertisers	149,700	94.9	97,900-	222,700	155,100	94.8	101,300-	278,800
Total Net Revenues	157,500		100,200-	255,400	164,700		112,400-	314,400
Political Advertising Revenue	3,800		2,000-	7,200	5,500		3,000-	12,600
Revenues Other Than Time Sales	200		0-	1,800	900		0-	25,400
Trade-Outs & Barter	9,900		1,500-	21,100	11,400		800-	26,000
Expenses:								
Engineering	6,000	3.9	3,300-	15,900	6,400	4.7	3,800-	38,700
Program & Production	31,900	20.6	32,600-	66,300	27,000	19.8	39,000-	81,500
News	6,000	3.9	4,000-	19,800	4,500	3.3	3,900-	26,200
Sales	34,700	22.4	19,300-	78,300	34,800	25.5	17,500-	88,400
Advertising & Promotion	2,000	1.3	1,500-	8,100	6,300	4.6	700-	50,100
General & Administrative	74,300	48.0	46,100-	169,300	57,300	42.0	45,500-	258,800
Total Expenses	154,900	100.0	95,000-	271,600	136,300	100.0	87,000-	268,400
Salaries:								
Engineering	2,800	4.1	1,100-	8,500	2,900	4.1	2,000-	11,900
Program & Production	15,300	22.4	23,500-	42,000	12,000	17.2	24,700-	54,100
News	6,600	9.7	5,200-	18,100	4,000	5.7	2,700-	40,100
Sales	19,100	28.1	12,800-	50,400	20,900	30.1	10,500-	80,200
Advertising & Promotion	6,300	9.3	0-	24,000	9,700	14.0	24,000-	24,000
General & Administrative	17,900	26.4	19,400-	48,800	20,100	28.9	23,800-	100,000
Total Salaries	68,100	100.0	48,400-	144,500	69,600	100.0	52,100-	162,600
Cost of Outside News Service	3,800		2,500-	6,700	3,600		800-	8,000
Music License Fees	4,400		2,900-	8,200	4,500		3,000-	10,700
Rating Services	0		0-	1,000	0		0-	3,100
Travel & Entertainment	2,900		1,100-	6,000	3,600		1,300-	6,100
Depreciation & Amortization	11,400		4,600-	23,900	10,900		1,800-	25,500
Interest	3,900		500-	13,500	7,400		3,000-	11,800
Utility Costs	4,500		2,600-	8,400	6,700		3,600-	7,300
Bad Debt Expense	2,000		900-	5,200	3,200		1,800-	7,600
Corporate Allocation Charges	0		0-	7,100	0		0-	0
Employee Fringe Benefit Costs	7,600		4,200-	20,600	6,000		4,600-	16,800
Station Insurance Costs	2,400		1,200-	4,300	3,000		1,000-	12,000
Pre-Tax Profit	2,600		(14,200)-	22,700	28,300		9,800-	46,000
Profit Margin		1.64%	(12.96%)-	17.40%		17.21%	3.77%-	22.[illegible]%
Fulltime Employment	7		4-	9	7		5-	9
Parttime Employment	3		2-	4	3		1-	5

Table 104
Daytime Stations, Nationwide
Nostalgia Format

	All Stations (13)				Profit Only Stations (7)		
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)
Total Time Sales:	209,900	100.0	158,500-	325,500	209,900	100.0	
Network Compensation	0	0.0	0-	3,100	0	0.0	
National & Regional Advertisers	16,500	7.9	10,000-	32,400	14,300	6.8	
Local Advertisers	193,400	92.1	148,000-	299,600	195,600	93.2	
Total Net Revenues	209,100		158,500-	315,200	209,100		
Political Advertising Revenue	1,400		200-	3,500	900		
Revenues Other Than Time Sales	200		0-	1,400	1,400		
Trade-Outs & Barter	31,400		4,100-	45,100	4,100		
Expenses:							
Engineering	4,500	2.2	5,000-	9,800	5,200	2.9	
Program & Production	48,700	24.0	60,600-	88,600	51,600	29.1	
News	2,100	1.0	0-	6,400		Sample Insufficient	
Sales	40,000	19.8	49,400-	83,500	42,200	23.8	
Advertising & Promotion	22,900	11.3	10,500-	68,500	1,400	0.8	
General & Administrative	84,500	41.7	108,800-	153,600	76,600	43.3	
Total Expenses	202,700	100.0	138,500-	348,200	177,100	100.0	**Sample Insufficient To Be Meaningful**
Salaries:							
Engineering	1,400	1.5	0-	4,500	2,500	1.8	
Program & Production	24,400	26.0	32,400-	57,700	42,600	30.7	
News	4,700	5.0	6,900-	6,900		Sample Insufficient	
Sales	28,000	29.8	31,700-	56,900	41,500	29.9	
Advertising & Promotion	2,600	2.8	3,800-	3,800		Sample Insufficient	
General & Administrative	32,800	34.9	30,800-	63,400	52,300	37.7	
Total Salaries	93,800	100.0	105,400-	164,300	138,800	100.0	
Cost of Outside News Service	5,500		2,300-	7,300	5,700		
Music License Fees	4,900		3,500-	9,300	4,600		
Rating Services	0		0-	7,100	0		
Travel & Entertainment	5,600		2,200-	8,300	4,800		
Depreciation & Amortization	8,600		2,400-	16,900	9,900		
Interest	1,400		0-	18,900	2,200		
Utility Costs	3,200		800-	5,500	3,200		
Bad Debt Expense	4,500		2,600-	6,300	4,100		
Corporate Allocation Charges	0		0-	10,500	0		
Employee Fringe Benefit Costs	14,400		8,100-	16,700	5,900		
Station Insurance Costs	800		400-	2,500	2,800		
Pre-Tax Profit	6,400		(79,800)-	29,200	32,000		
Profit Margin		3.08%	(39.25%)-	17.82%		15.31%	
Fulltime Employment	8		7-	11	8		
Parttime Employment	4		2-	4	4		

Table 105
Daytime Stations, Nationwide
Religious Format

	All Stations (11)				Profit Only Stations (10)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	172,900	100.0	95,000-	367,500	256,700	100.0	108,500-	382,400
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	101,300	58.6	18,600-	239,600	165,400	64.4	34,700-	243,800
Local Advertisers	71,600	41.4	51,000-	166,300	91,300	35.6	43,100-	166,400
Total Net Revenues	169,800		95,000-	338,400	250,800		108,500-	353,700
Political Advertising Revenue	0		0-	1,000	300		0-	1,000
Revenues Other Than Time Sales	0		0-	12,000	100		0-	14,600
Trade-Outs & Barter	4,200		0-	20,500	10,100		0-	24,900
Expenses:								
Engineering	11,500	8.1	10,600-	47,400	16,400	8.1	10,600-	47,400
Program & Production	30,900	21.7	39,700-	125,600	44,000	21.7	39,700-	125,600
News	3,200	2.3	500-	10,000	4,600	2.3	500-	10,000
Sales	18,300	12.9	18,000-	37,600	26,100	12.9	18,000-	37,600
Advertising & Promotion	3,700	2.6	3,600-	13,800	5,200	2.6	3,600-	13,800
General & Administrative	74,800	52.5	78,700-	176,100	106,700	52.5	78,700-	176,100
Total Expenses	142,400	100.0	59,900-	280,500	203,100	100.0	58,800-	288,000
Salaries:								
Engineering	5,300	12.9	3,000-	16,100	6,100	12.9	3,000-	16,100
Program & Production	14,100	34.2	18,700-	40,000	16,200	34.2	18,700-	40,000
News		Sample Insufficient				Sample Insufficient		
Sales	6,400	15.6	11,800-	12,800	7,400	15.6	11,800-	12,800
Advertising & Promotion		Sample Insufficient				Sample Insufficient		
General & Administrative	15,300	37.2	22,300-	37,000	17,600	37.2	22,300-	37,000
Total Salaries	41,100	100.0	42,900-	77,200	47,400	100.0	42,900-	78,200
Cost of Outside News Service	5,800		0-	6,100	5,800		2,200-	6,100
Music License Fees	3,400		1,800-	7,700	3,500		1,600-	8,000
Rating Services	0		0-	400	0		0-	400
Travel & Entertainment	1,800		1,300-	13,200	1,800		1,300-	13,200
Depreciation & Amortization	48,800		13,400-	57,900	48,800		13,400-	57,900
Interest	36,900		4,700-	65,700	36,900		4,700-	65,700
Utility Costs	7,900		4,300-	14,900	7,900		4,300-	14,900
Bad Debt Expense	6,000		600-	8,200	6,000		600-	8,200
Corporate Allocation Charges	0		0-	63,500	0		0-	63,500
Employee Fringe Benefit Costs	12,500		2,000-	23,900	12,500		2,000-	23,900
Station Insurance Costs	1,500		600-	5,100	1,500		600-	5,100
Pre-Tax Profit	27,400		2,500-	121,500	47,700		3,200-	121,900
Profit Margin		16.13%	1.49%-	43.93%		19.01%	1.59%-	45.61%
Fulltime Employment	5		4-	6	5		4-	6
Parttime Employment	3		2-	4	2		2-	4

Table 106
FM Stations, Nationwide
Adult Contemporary Format

	All Stations (99)				Profit Only Stations (69)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	742,000	100.0	344,500-	1,872,800	939,500	100.0	389,600-	2,345,600
Network Compensation	0	0.0	0-	8,400	0	0.0	0-	7,900
National & Regional Advertisers	131,300	17.7	45,800-	378,800	182,300	19.4	54,900-	473,800
Local Advertisers	610,700	82.3	278,700-	1,519,300	757,100	80.6	339,600-	1,849,300
Total Net Revenues	702,800		335,300-	1,635,500	880,300		367,000-	1,959,400
Political Advertising Revenue	7,300		2,500-	16,700	8,300		4,000-	21,100
Revenues Other Than Time Sales	400		0-	11,600	300		0-	13,300
Trade-Outs & Barter	37,600		7,900-	108,400	41,000		5,800-	109,000
Expenses:								
Engineering	30,300	5.1	20,200-	65,900	28,400	4.3	18,600-	65,900
Program & Production	135,800	22.7	88,600-	283,300	139,600	21.2	88,600-	308,700
News	27,800	4.7	10,600-	74,600	37,900	5.8	13,500-	94,900
Sales	149,200	25.0	78,600-	339,000	184,100	28.0	75,700-	391,500
Advertising & Promotion	39,600	6.6	16,600-	225,000	38,700	5.9	11,200-	198,700
General & Administrative	214,600	35.9	132,700-	515,100	228,500	34.8	135,600-	502,300
Total Expenses	597,300	100.0	309,500-	1,298,500	657,100	100.0	301,900-	1,279,800
Salaries:								
Engineering	13,900	5.0	5,200-	24,600	14,600	4.7	3,900-	24,900
Program & Production	88,800	32.2	63,300-	173,700	87,700	27.9	63,700-	157,300
News	22,600	8.2	11,800-	56,600	31,000	9.9	18,000-	72,400
Sales	87,700	31.9	52,900-	217,000	105,800	33.7	55,800-	253,900
Advertising & Promotion	5,200	1.9	3,600-	19,300	8,200	2.6	4,400-	20,700
General & Administrative	57,200	20.8	38,700-	125,600	66,900	21.3	44,200-	135,300
Total Salaries	275,300	100.0	157,000-	586,200	314,200	100.0	165,100-	599,500
Cost of Outside News Service	6,800		3,900-	10,900	6,800		3,400-	10,000
Music License Fees	16,900		7,300-	42,400	21,300		9,700-	47,500
Rating Services	9,100		400-	27,800	9,800		0-	26,100
Travel & Entertainment	11,100		4,100-	27,500	11,400		4,300-	30,000
Depreciation & Amortization	34,900		21,000-	95,700	34,900		21,000-	76,700
Interest	2,000		0-	19,200	1,600		0-	22,400
Utility Costs	17,500		8,900-	27,500	21,700		8,600-	27,500
Bad Debt Expense	10,400		4,200-	23,100	10,500		5,000-	28,000
Corporate Allocation Charges	0		0-	40,600	0		0-	35,400
Employee Fringe Benefit Costs	26,500		11,500-	64,900	28,400		13,300-	51,900
Station Insurance Costs	4,500		2,500-	10,000	4,700		2,500-	10,600
Pre-Tax Profit	105,500		(21,700)-	389,100	223,300		64,400-	701,800
Profit Margin		15.01%	(12.51%)-	33.11%		25.35%	13.63%-	39.79%
Fulltime Employment	14		9-	23	14		8-	24
Parttime Employment	5		2-	6	5		3-	6

Table 107
FM Stations, Nationwide
AOR Format

Revenue & Expense Items	All Stations (42) Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Profit Only Stations (31) Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	1,389,400	100.0	855,400-	2,012,500	1,713,800	100.0	1,222,400-	2,210,600
Network Compensation	7,100	0.5	0-	31,700	17,200	1.0	0-	44,400
National & Regional Advertisers	335,700	24.2	124,500-	550,700	369,700	21.6	276,900-	687,800
Local Advertisers	1,046,600	75.3	566,900-	1,492,900	1,326,800	77.4	958,000-	1,633,300
Total Net Revenues	1,284,400		756,400-	1,735,700	1,514,200		1,066,800-	2,146,100
Political Advertising Revenue	1,700		0-	4,200	1,400		0-	5,500
Revenues Other Than Time Sales	1,400		0-	10,500	5,600		0-	11,500
Trade-Outs & Barter	46,100		16,600-	147,000	67,200		23,900-	156,200
Expenses:								
Engineering	47,100	4.6	32,600-	79,200	50,000	4.6	33,000-	84,100
Program & Production	207,200	20.1	154,000-	326,200	204,400	18.7	165,900-	337,400
News	30,000	2.9	26,000-	58,000	29,400	2.7	22,100-	61,200
Sales	263,500	25.5	109,900-	327,800	279,400	25.5	153,900-	356,000
Advertising & Promotion	114,500	11.1	26,000-	265,400	158,400	14.5	30,500-	302,100
General & Administrative	370,400	35.9	187,600-	515,000	373,800	34.1	193,900-	482,700
Total Expenses	1,032,800	100.0	540,600-	1,338,800	1,095,300	100.0	643,600-	1,344,400
Salaries:								
Engineering	19,100	4.4	10,900-	40,300	20,000	4.6	13,200-	41,700
Program & Production	131,100	30.0	102,500-	216,200	140,600	32.6	114,600-	227,300
News	19,100	4.4	17,400-	28,100	18,900	4.4	17,800-	43,300
Sales	170,400	39.0	108,200-	238,000	170,300	39.4	166,200-	251,300
Advertising & Promotion	22,400	5.1	15,900-	38,400	19,400	4.5	15,600-	37,900
General & Administrative	74,800	17.1	48,000-	127,300	62,600	14.5	46,400-	107,200
Total Salaries	437,000	100.0	243,000-	567,900	431,900	100.0	283,200-	641,600
Cost of Outside News Service	5,500		3,700-	7,500	5,800		3,700-	9,000
Music License Fees	29,800		14,600-	46,100	36,300		25,300-	55,200
Rating Services	19,800		10,600-	31,500	20,000		13,900-	33,400
Travel & Entertainment	13,200		6,600-	25,300	12,500		8,200-	27,300
Depreciation & Amortization	34,400		21,100-	76,100	32,000		25,100-	67,000
Interest	0		0-	30,400	0		0-	39,600
Utility Costs	15,900		12,200-	30,800	16,800		14,200-	30,800
Bad Debt Expense	15,500		6,700-	42,200	17,500		8,600-	48,000
Corporate Allocation Charges	10,500		0-	73,700	23,700		0-	93,100
Employee Fringe Benefit Costs	32,100		12,500-	74,400	50,400		17,900-	65,900
Station Insurance Costs	6,400		2,800-	9,500	7,200		3,300-	9,500
Pre-Tax Profit	251,600		(6,800)-	689,900	418,900		168,200-	805,200
Profit Margin		19.59%	(1.13%)-	39.31%		27.66%	14.91%-	40.96%
Fulltime Employment	20		13-	23	20		17-	24
Parttime Employment	5		3-	7	5		3-	7

Table 108
FM Stations, Nationwide
Beautiful Music Format

	All Stations (66)				Profit Only Stations (49)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	806,100	100.0	396,300-	1,328,200	805,100	100.0	453,400-	1,624,100
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	132,800	16.5	34,500-	374,900	139,500	17.3	43,200-	404,800
Local Advertisers	673,300	83.5	304,800-	941,200	665,700	82.7	379,500-	1,164,600
Total Net Revenues	751,500		373,100-	1,157,400	763,000		425,300-	1,411,600
Political Advertising Revenue	12,900		8,100-	22,600	13,100		9,200-	23,700
Revenues Other Than Time Sales	1,000		0-	6,400	1,600		0-	6,200
Trade-Outs & Barter	45,000		10,400-	113,100	41,600		11,100-	114,400
Expenses:								
Engineering	44,700	7.0	25,100-	72,500	42,900	7.2	27,600-	62,700
Program & Production	123,500	19.4	64,800-	187,100	119,900	20.0	65,500-	185,800
News	18,300	2.9	11,200-	32,800	22,200	3.7	11,600-	30,600
Sales	157,900	24.9	93,200-	281,900	141,900	23.7	87,300-	274,000
Advertising & Promotion	66,500	10.5	15,100-	181,600	58,700	9.8	14,800-	176,800
General & Administrative	224,000	35.3	125,500-	343,400	213,000	35.6	127,100-	287,500
Total Expenses	634,800	100.0	309,700-	1,051,600	598,700	100.0	314,500-	895,400
Salaries:								
Engineering	17,400	6.1	7,400-	31,500	17,900	6.3	8,600-	31,500
Program & Production	73,900	25.8	37,800-	109,900	65,400	22.8	37,100-	108,100
News	14,200	5.0	9,500-	27,700	14,800	5.2	10,300-	25,800
Sales	112,900	39.4	65,500-	191,200	117,300	41.0	65,900-	185,400
Advertising & Promotion	4,000	1.4	600-	8,500	4,600	1.6	500-	9,500
General & Administrative	63,900	22.3	41,000-	101,300	66,200	23.1	39,500-	93,300
Total Salaries	286,300	100.0	158,100-	436,000	286,200	100.0	171,200-	399,200
Cost of Outside News Service	3,700		1,100-	6,400	2,600		900-	6,900
Music License Fees	20,400		10,600-	38,200	21,700		12,400-	39,600
Rating Services	13,400		1,500-	26,200	14,800		2,400-	26,000
Travel & Entertainment	12,800		2,800-	24,000	11,500		3,500-	18,300
Depreciation & Amortization	36,600		16,700-	75,400	36,600		16,700-	61,000
Interest	0		0-	14,400	0		0-	7,800
Utility Costs	18,600		8,400-	29,700	17,000		8,600-	28,800
Bad Debt Expense	7,200		2,200-	18,400	7,300		2,600-	18,800
Corporate Allocation Charges	0		0-	38,200	0		0-	38,000
Employee Fringe Benefit Costs	31,400		14,200-	58,500	28,400		13,800-	44,200
Station Insurance Costs	4,300		2,500-	5,600	3,800		2,400-	5,400
Pre-Tax Profit	116,600		(2,200)-	269,100	164,300		58,400-	347,200
Profit Margin		15.52%	(0.48%)-	29.47%		21.53%	13.75%-	32.07%
Fulltime Employment	12		8-	16	10		8-	16
Parttime Employment	3		1-	5	3		1-	5

Table 109
FM Stations, Nationwide
Country Format

	All Stations (64)				Profit Only Stations (47)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	551,800	100.0	275,400-	1,323,900	560,100	100.0	292,000-	1,555,500
Network Compensation	0	0.0	0-	4,900	0	0.0	0-	4,400
National & Regional Advertisers	122,400	22.2	13,900-	332,400	126,400	22.6	15,000-	356,200
Local Advertisers	429,400	77.8	252,000-	1,021,700	433,700	77.4	275,700-	1,327,400
Total Net Revenues	547,100		267,700-	1,191,900	557,900		292,600-	1,441,700
Political Advertising Revenue	8,200		2,800-	20,000	8,800		2,800-	20,000
Revenues Other Than Time Sales	3,600		0-	10,400	3,100		0-	16,300
Trade-Outs & Barter	15,900		5,200-	48,700	15,400		4,600-	39,300
Expenses:								
Engineering	25,400	5.8	12,100-	64,600	25,600	6.0	11,500-	66,300
Program & Production	100,300	22.8	78,400-	216,300	106,700	25.2	81,400-	211,500
News	25,100	5.7	5,900-	55,600	26,700	6.3	12,000-	62,700
Sales	83,800	19.0	54,000-	246,800	86,700	20.5	60,000-	266,600
Advertising & Promotion	70,300	16.0	24,000-	248,300	33,400	7.9	20,000-	172,800
General & Administrative	135,500	30.8	106,700-	404,300	143,700	34.0	108,900-	282,500
Total Expenses	440,500	100.0	219,400-	1,106,900	422,800	100.0	212,600-	774,600
Salaries:								
Engineering	11,000	4.6	3,000-	25,100	11,100	4.4	4,200-	25,300
Program & Production	64,400	27.0	54,800-	144,100	66,500	26.4	57,400-	150,000
News	19,700	8.3	12,600-	46,900	21,000	8.3	14,400-	52,200
Sales	81,400	34.2	44,000-	216,500	88,400	35.1	51,800-	233,300
Advertising & Promotion	11,600	4.9	5,200-	19,300	12,000	4.8	8,100-	18,700
General & Administrative	49,900	21.0	30,200-	98,600	53,200	21.1	29,100-	106,900
Total Salaries	238,100	100.0	129,900-	463,100	252,100	100.0	131,400-	509,900
Cost of Outside News Service	5,400		3,200-	9,400	5,400		3,600-	10,400
Music License Fees	18,000		5,400-	32,400	17,900		7,000-	33,400
Rating Services	5,200		0-	28,800	1,100		0-	24,100
Travel & Entertainment	6,500		2,600-	14,900	6,600		2,500-	13,400
Depreciation & Amortization	26,700		15,300-	60,800	25,000		12,400-	58,900
Interest	900		0-	22,500	900		0-	16,500
Utility Costs	13,100		7,000-	22,500	13,200		6,500-	22,100
Bad Debt Expense	6,100		1,900-	23,000	5,900		1,700-	15,000
Corporate Allocation Charges	3,400		0-	37,700	0		0-	33,900
Employee Fringe Benefit Costs	30,800		6,600-	62,200	24,700		6,600-	67,400
Station Insurance Costs	4,200		2,200-	8,200	4,300		2,200-	7,700
Pre-Tax Profit	106,600		(2,900)-	304,900	135,100		48,900-	459,400
Profit Margin		19.49%	(1.16%)-	38.04%		24.22%	15.85%-	40.84%
Fulltime Employment	13		8-	19	13		9-	19
Parttime Employment	4		3-	5	4		3-	5

Table 110
FM Stations, Nationwide
Religious Format

	All Stations (13)				Profit Only Stations (8)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	106,400	100.0	76,300-	363,400	101,900	100.0	45,700-	370,900
Network Compensation	0	0.0	0-	0	0	0.0	0-	0
National & Regional Advertisers	6,500	6.1	0-	61,400	2,800	2.7	0-	50,500
Local Advertisers	99,900	93.9	36,400-	271,100	99,100	97.3	33,900-	278,400
Total Net Revenues	121,400		91,300-	366,200	126,400		88,200-	373,000
Political Advertising Revenue	100		0-	1,500	100		0-	1,400
Revenues Other Than Time Sales	15,300		1,800-	61,200	15,300		0-	57,200
Trade-Outs & Barter	1,900		100-	26,000	1,900		400-	21,900
Expenses:								
Engineering	6,600	5.9	2,400-	54,200	7,100	6.4	1,700-	36,500
Program & Production	35,000	31.5	18,500-	125,300	28,600	25.8	14,500-	90,000
News	4,400	3.9	4,200-	21,600	6,000	5.4	3,700-	25,500
Sales	26,800	24.2	19,800-	85,900	29,000	26.2	17,600-	69,600
Advertising & Promotion	600	0.5	800-	2,100	700	0.7	800-	2,400
General & Administrative	37,700	34.0	30,900-	205,300	39,300	35.5	20,500-	158,000
Total Expenses	110,900	100.0	66,200-	340,400	110,800	100.0	59,100-	350,200
Salaries:								
Engineering	600	1.3	0-	16,200	700	1.4	0-	11,300
Program & Production	17,800	36.9	17,200-	96,400	16,000	31.3	11,800-	69,300
News	3,300	6.9	1,400-	15,800	3,900	7.5	1,400-	15,800
Sales	7,600	15.8	3,500-	34,500	8,800	17.2	0-	39,600
Advertising & Promotion		Sample Insufficient				Sample Insufficient		
General & Administrative	18,800	39.0	16,800-	54,700	21,800	42.5	17,300-	54,200
Total Salaries	48,200	100.0	45,700-	160,300	51,200	100.0	41,100-	161,900
Cost of Outside News Service	7,000		1,600-	9,700	5,800		800-	9,900
Music License Fees	2,600		800-	9,400	2,500		800-	9,500
Rating Services	0		0-	0	0		0-	100
Travel & Entertainment	1,900		100-	7,900	1,900		200-	4,300
Depreciation & Amortization	12,400		0-	27,400	6,000		0-	19,800
Interest	3,400		0-	25,900	400		0-	11,400
Utility Costs	11,800		4,400-	17,700	11,800		2,400-	17,600
Bad Debt Expense	500		0-	6,100	500		0-	5,400
Corporate Allocation Charges	0		0-	3,700	0		0-	1,200
Employee Fringe Benefit Costs	10,700		5,500-	12,400	10,700		3,000-	12,200
Station Insurance Costs	3,100		1,400-	16,600	2,100		1,100-	11,500
Pre-Tax Profit	10,400		(28,200)-	34,600	15,700		12,800-	38,200
Profit Margin		8.58%	(23.83%)-	21.71%		12.39%	8.71%-	36.75%
Fulltime Employment	6		3-	9	4		3-	9
Parttime Employment	6		4-	7	5		3-	7

Table 111
FM Stations, Nationwide
Top 40 Format

	All Stations (65)				Profit Only Stations (41)			
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	668,100	100.0	414,500-	1,192,900	881,600	100.0	563,300-	1,798,700
Network Compensation	0	0.0	0-	8,300	0	0.0	0-	15,500
National & Regional Advertisers	91,600	13.7	31,300-	355,300	144,800	16.4	48,100-	483,500
Local Advertisers	576,600	86.3	315,600-	840,900	736,800	83.6	429,400-	1,265,100
Total Net Revenues	628,300		365,200-	1,136,700	810,300		570,700-	1,578,500
Political Advertising Revenue	2,300		500-	7,800	3,700		100-	9,100
Revenues Other Than Time Sales	1,100		5,700-	73,100	3,000		6,900-	103,600
Trade-Outs & Barter	26,400		9,100-	151,000	32,200		20,900-	320,900
Expenses:								
Engineering	32,000	5.6	21,800-	49,200	37,300	6.0	27,200-	58,900
Program & Production	125,400	22.1	96,300-	175,800	139,200	22.3	109,600-	195,300
News	17,600	3.1	7,300-	36,500	20,900	3.3	10,400-	43,400
Sales	131,000	23.0	60,900-	244,800	149,000	23.9	96,300-	316,600
Advertising & Promotion	45,400	8.0	25,300-	132,800	60,100	9.6	26,700-	192,800
General & Administrative	217,200	38.2	127,500-	407,200	217,600	34.9	120,800-	418,900
Total Expenses	568,600	100.0	321,000-	1,034,200	624,300	100.0	404,400-	1,140,300
Salaries:								
Engineering	11,000	4.0	6,300-	21,200	15,500	4.4	6,500-	24,300
Program & Production	90,100	32.5	56,400-	131,800	110,600	31.0	56,500-	158,900
News	16,900	6.1	6,000-	25,600	21,600	6.1	11,900-	25,800
Sales	100,800	36.3	52,300-	175,200	136,900	38.4	91,500-	219,500
Advertising & Promotion	5,600	2.0	300-	17,300	4,600	1.3	500-	20,000
General & Administrative	53,000	19.1	32,800-	86,800	67,000	18.8	34,400-	127,500
Total Salaries	277,400	100.0	167,600-	454,000	356,300	100.0	213,600-	568,000
Cost of Outside News Service	5,500		2,200-	8,000	6,000		2,600-	8,200
Music License Fees	17,000		8,200-	29,500	21,700		10,500-	41,300
Rating Services	5,900		0-	16,800	5,500		0-	24,900
Travel & Entertainment	10,500		4,200-	16,100	11,400		3,500-	16,900
Depreciation & Amortization	29,000		20,400-	74,100	25,500		19,700-	56,100
Interest	2,200		0-	29,900	0		0-	24,100
Utility Costs	14,700		6,600-	20,700	16,200		10,000-	23,700
Bad Debt Expense	11,600		3,500-	20,600	12,500		4,000-	25,900
Corporate Allocation Charges	1,200		0-	36,000	0		0-	40,400
Employee Fringe Benefit Costs	21,600		10,000-	38,300	21,600		9,400-	55,000
Station Insurance Costs	4,200		2,200-	7,800	5,700		3,100-	9,900
Pre-Tax Profit	59,700		(26,600)-	218,300	186,000		67,000-	395,000
Profit Margin		9.50%	(7.17%)-	30.67%		22.96%	10.32%-	35.99%
Fulltime Employment	15		11-	20	17		12-	23
Parttime Employment	3		2-	5	4		2-	5

Table 112
FM Stations, Nationwide
Urban Format

	All Stations (8)				Profit Only Stations (6)		
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)		Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)
Total Time Sales:	1,695,500	100.0	367,000-	3,520,800	2,308,300	100.0	
Network Compensation	0	0.0	0-	7,400	0	0.0	
National & Regional Advertisers	461,400	27.2	64,400-	1,431,000	907,500	39.3	
Local Advertisers	1,234,100	72.8	248,800-	2,177,900	1,400,800	60.7	
Total Net Revenues	1,603,900		348,300-	3,068,200	2,144,000		
Political Advertising Revenue	8,300		0-	30,100	8,300		
Revenues Other Than Time Sales	2,200		0-	51,700	2,200		
Trade-Outs & Barter	64,100		34,800-	101,300	64,100		
Expenses:							
Engineering	62,000	5.2	18,100-	85,400	75,500	5.2	
Program & Production	228,700	19.2	55,400-	344,200	278,500	19.2	
News	31,600	2.6	19,400-	117,100	38,500	2.6	
Sales	170,500	14.3	52,300-	436,100	207,600	14.3	
Advertising & Promotion	260,900	21.9	55,900-	385,200	317,700	21.9	
General & Administrative	438,700	36.8	310,600-	1,269,800	534,200	36.8	
Total Expenses	1,192,500	100.0	365,800-	1,906,900	1,451,900	100.0	
Salaries:							**Sample Insufficient To Be Meaningful**
Engineering	20,700	4.4	25,000-	35,500	26,000	4.4	
Program & Production	145,800	31.1	174,600-	255,200	182,800	31.1	
News	18,400	3.9	14,300-	98,300	23,100	3.9	
Sales	145,700	31.0	95,700-	221,200	182,800	31.0	
Advertising & Promotion	22,400	4.8	28,400-	30,000	28,100	4.8	
General & Administrative	116,500	24.8	70,500-	186,000	146,000	24.8	
Total Salaries	469,500	100.0	180,100-	759,000	588,800	100.0	
Cost of Outside News Service	8,400		5,900-	24,700	17,100		
Music License Fees	51,200		6,700-	85,700	63,000		
Rating Services	55,700		29,900-	62,900	55,700		
Travel & Entertainment	22,800		10,300-	24,600	22,800		
Depreciation & Amortization	82,800		37,300-	281,100	82,800		
Interest	1,300		0-	296,900	1,300		
Utility Costs	24,100		20,700-	26,200	24,100		
Bad Debt Expense	43,500		8,300-	57,800	43,500		
Corporate Allocation Charges	96,100		22,700-	133,300	96,100		
Employee Fringe Benefit Costs	82,400		28,700-	246,200	82,400		
Station Insurance Costs	5,100		2,900-	8,800	5,100		
Pre-Tax Profit	411,400		24,500-	1,837,400	692,000		
Profit Margin		25.65%	7.19%-	39.23%		32.28%	
Fulltime Employment	22		17-	30	24		
Parttime Employment	5		3-	7	5		

Line Item Definitions

Total Time Sales — Total of Network Compensation, National/Regional Advertisers, and Local Advertisers.

Network Compensation — Sale of station time to networks.

National/Regional Advertisers — Sale of station time to national and regional advertisers or sponsors. Includes agency and rep commissions, trade-outs and barter and political advertising revenue.

Local Advertisers — Sale of station time to local advertisers or sponsors. Including any agency and rep commissions, trade-outs and barter and political advertising revenues.

Total 1983 Net Revenues — Total of time sales and revenues other than time sales minus agency and rep commissions.

Political Advertising Revenues — Sale of station time to political candidates.

Revenues Other Than Time Sales — Includes all broadcast revenue other than from time sales, such as all production costs charged to advertisers or sponsors for programs, materials, facilities or services. Also include any donations, rental of studio facilities and any fees received from others for the use of talent on the station's payroll.

Trade-Outs and Barter — Total of National/Regional and Local trade-outs and barter included above. Trade sales should be estimated as the amount of cash the station would have paid for the merchandise or services received.

EXPENSES

Engineering — The direct costs of operating and maintaining the studio and transmitter equipment, including salaries and wages and bonuses.

Program and Production — Includes talent fees, music license fees, film and tape rental expense, and all other costs of production including salaries and wages and bonuses.

News — Includes the salaries and wages of those engaged in the production and presentation of news and other expenses incurred by this department.

Sales — Salaries and wages, commissions and related other expenses of those engaged in selling air time.

Advertising and Promotion — The cost of advertising and promoting the station directed towards prospective audiences and advertisers, including salaries and wages of those engaged in such functions. Rating services are also included.

General and Administrative — The cost of services, supplies, taxes, etc., other than engineering, program, news, sales or advertising and promotion expenses. Also includes depreciation and amortization, interest, travel and entertainment, utility costs, legal and auditing fees and bad debts.

Total Expenses — Total of the departmental expenses.

Salaries — Include all salaries and wages, bonuses and commissions for all employees in each department.

Total Salaries — Total of the departmental salaries.

Cost of Outside News Service — The cost of news services such as United Press International & Associated Press.

Music License Fees — The cost of license fees payable to ASCAP, BMI, SESAC and other similar societies.

Rating Services — The cost of Nielsen, American Research Bureau (A.R.B.), Birch, Broadcast Advertisers Report (B.A.R.), etc.

Travel and Entertainment — The cost of travel and entertainment charges authorized and approved by management for payment or reimbursement.

Depreciation and Amortization — Includes depreciation of tangible property and amortization of leasehold improvements.

Interest — The expense accrued on the station's obligations including notes, bonds and mortgages payable.

Utility Costs — The cost of purchased light, heat and power.

Bad Debt Expense — The provision for estimated losses in collection of receivables (bad debts).

Corporate Allocation Charges — Represents amounts paid of management services, including accounting, computer services and management fees to either the home offfice or an affiliated branch or company under common control.

Employee Fringe Benefit Costs — The cost of employee payroll taxes, group insurance, hospitalization, profit sharing, pension, holiday bonuses/gifts and similar benefits.

Station Insurance Costs — The cost of libel, fire, use and occupancy, public liability, fidelity and all other insurance except coverage relating to employee fringe benefit costs.

EMPLOYMENT

Fulltime Employees — Count all employees as "full-time" when they are employed for 30 hours or more a week as of the last pay period in 1982.

Parttime Employees — All employees working less than 30 hours per week as of the last pay period in 1982.

Your Station

Revenue & Expense Items	Dollar Figures ($)	Percent Figures (%)
Total Time Sales:		
Network Compensation		
National & Regional Advertisers		
Local Advertisers		
Total Net Revenues		
Political Advertising Revenue		
Revenues Other Than Time Sales		
Trade-Outs & Barter		
Expenses		
Engineering		
Program & Production		
News		
Sales		
Advertising & Promotion		
General & Administrative		
Total Expenses		
Salaries		
Engineering		
Program & Production		
News		
Sales		
Advertising & Promotion		
General & Administrative		
Total Salaries		
Cost of Outside News Service		
Music License Fees		
Rating Services		
Travel & Entertainment		
Depreciation & Amortization		
Interest		
Utility Costs		
Bad Debt Expense		
Corporate Allocation Charges		
Employee Fringe Benefit Costs		
Station Insurance Costs		
Pre-Tax Profit		
Profit Margin		
Fulltime Employment		
Parttime Employment		

National Association of Broadcasters